

H11W 04 (CFACC23) Communicate information in customer contact through a contact centre

Overview

What this standard is about

Effective communication is an essential part of contact centre operations. That communication may involve direct one-to-one contact with a customer and/or may be communication in writing using any appropriate media. Each of these communication methods demands particular skills.

Performance Criteria

You must be able to:

Talk to customers on a familiar subject in a familiar contact centre situation

- 1 Greet a customer following organisational guidelines.
- 2 Describe familiar services and/or products to a customer following organisational guidelines.
- 3 Speak to customers in a way that makes them confident about what you are saying.
- 4 Use positive language when describing services and/or products in a contact centre.
- 5 Display active listening by acknowledging customer comments in your responses.

And/or

Communicate in writing on a familiar subject in a familiar contact centre situation

- 6 Complete written communications to customers following organisational guidelines.
- 7 Use organisational formats and guidelines for simple written communication with customers.
- 8 Check written communication to customers for spelling, grammar and organisational conventions before sending.
- 9 Use positive language in simple written communications with customers.

Knowledge and Understanding

You need to know and understand:

- (a) Basic information about the services and/or products offered or supported by your contact centre.
- (b) Organisational requirements and external regulations about what can and cannot be expressed to customers verbally and/or in writing.
- (c) Information that is best given to customers verbally and/or information that is best given to customers in writing.
- (d) Organisational templates for written communication.
- (e) Organisational guidelines for greeting customers.
- (f) Ways to talk to customers that make them confident about what you are saying.
- (g) The difference between positive and negative language when communicating with customers verbally and/or in writing.
- (h) How to demonstrate active listening.
- (i) Organisational guidelines on written communication.
- (j) Ways to check grammar and spelling in written communication.

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Evidence Requirements

To achieve this Unit you will need to ensure that your evidence covers all Performance Criteria and Knowledge and Understanding.

- 1 All evidence must be based on your performance at work.
- 2 You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
- 3 You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
- 4 You must provide evidence that you communicate with customers effectively by applying the conventions and rules appropriate to the method of communication you have chosen.
- 5 Your communication with customers may be in writing, by telephone, text message, e-mail, internet (including social networking), intranet or by any other method you would be expected to use within your job role.
- 6 You must provide evidence that customer service delivery takes account of:
 - ◆ regulatory and/or legislative requirements
 - ◆ the policies and procedures of your organisation.

Candidate Recording Form

Candidate's name _____ Assessor's name _____

Unit title		Communicate information in customer contact through a contact centre																		
Ref	Description of Evidence	Performance Criteria									Knowledge and Understanding									
		1	2	3	4	5	6	7	8	9	a	b	c	d	e	f	g	h	i	j

Comments
Statement of competence
I confirm that all evidence (including Knowledge and Understanding), for the entire Unit has been met:
Candidate's signature _____ Date _____
Internal Verifier's signature _____ Date _____
Assessor's signature _____ Date _____ Date sampled (by IV) _____