

H120 04 (CFACC32) Support customers and colleagues when providing contact centre services

Overview

What this standard is about

Many contact centres exist to provide information and support to customers using a range of services or products. Providing that support requires detailed knowledge and understanding of the services and/or products together with the communication skills to deal with customers. It also involves teamwork so that colleagues learn from each other as the organisation gains experience and services and/or products develop. You need to have experience and some senior authority to be able to support colleagues learning as well as dealing with more complex customer matters.

This standard is about operating in a support role for all types of customer queries and also working with colleagues to advance their learning.

Who this standard is for

This standard is for Senior Agents, Team Leaders and those with responsibility for coaching or 'buddying' a colleague.

Performance Criteria

You must be able to:

Handle any customer contact

- 1 Follow organisational guidelines for identifying and validating customer identity.
- 2 Deal with difficulties concerning customer identification or personal security in customer contacts.
- 3 Support colleagues dealing with customer identification matters.

Communicate information about services or products

- 4 Give customers an overview of services or products following organisational guidelines for language and conversation.
- 5 Deal with complex customer requests and queries regarding services and/or products.
- 6 Follow organisational guidelines on assisting customers with decisions about services or products within relevant regulations or legislation.
- 7 Support colleagues when making decisions about services or products for their customers.

Contribute to dealing with complex requests and customer problems

- 8 Accept referred customer contacts from colleagues who have reached the limit of their authority.
- 9 Resolve requests and problems within your own authority.
- 10 Refer customer requests or problems to a colleague with greater authority when you cannot deal with the matter.
- 11 Follow organisational procedures to register and record customer problems and complaints.
- 12 Support colleagues dealing with routine requests and problems within their own authority.

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Performance Criteria (cont)

Monitor compliance with organisational requirements for customer contacts

- 13 Explain organisational requirements and constraints on customer contacts and the reasons for them.
- 14 Work with colleagues to monitor compliance with organisational requirements for customer contacts.
- 15 Support colleagues increasing their understanding of organisational requirements for customer contacts.
- 16 Take appropriate action within your own authority to deal with any breach of company requirements for customer contacts.

Knowledge and Understanding

You need to know and understand:

- (a) The services and/or products of your organisation, their features and benefits.
- (b) Sources of information about your organisation's services and/or products.
- (c) Techniques to assist you and your colleagues in updating and maintaining your knowledge and understanding of services and/or products.
- (d) Your own level of authority for dealing with customer requests and problems.
- (e) Organisational systems for identification and personal security of customers.
- (f) How to summarise key features and uses of services and/or products for customers.
- (g) Techniques for buddying and assisting colleagues with their handling of customer contacts.
- (h) Organisational guidelines on assistance, guidance and advice to customers about services and/or products.
- (i) Referral points and limits of authority for dealing with customer problems and complaints.
- (j) Organisational requirements and constraints on customer contacts and the reasons for them.

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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 candidate 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 will require to provide evidence of supporting colleagues in different situations over a sufficient period of time for your assessor to be confident that you are competent.
- 5 The messages you pass on to colleagues may be verbal, in writing or passed on by any other method you would be expected to use within your job.
- 6 You must provide evidence that customer service delivery takes account of:
 - ◆ regulatory and/or legislative requirements
 - ◆ the policies and procedures of your organisation.

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Candidate Recording Form

Candidate's name _____ **Assessor's name** _____

Unit title		Support customers and colleagues when providing contact centre services																										
Ref	Description of Evidence	Performance Criteria																Knowledge and Understanding										
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	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) _____