

H128 04 (CFACC15) Supervise customer service activities in a contact centre team

Overview

What this standard is about

Customer service is at the heart of each contact centre's business. Whether the centre is providing information and support, is involved in sales or is dealing with emergency service support, customer satisfaction with the service is extremely important. Effective customer service and effective delivery of contact centre service both involve teamwork. Each team role involves customer service responsibilities. Dealing with complex customer service issues, monitoring customer service compliance and performance, analysing and reporting on customer service all require leadership and coordination.

Performance Criteria

You must be able to:

Take a lead on complex customer contacts

- 1 Communicate with customers to resolve difficulties relating to customer identification and validation.
- 2 Deal with complex customer contacts referred from colleagues without appropriate authority.
- 3 Engage with customers who make complex enquires about services and/or products.
- 4 Follow organisational procedures to support colleagues in customer service delivery.
- 5 Deal with customer problems and complaints within your own authority level.
- 6 Deal with customer interaction that requires repeated contact.
- 7 Identify and report customer issues that might impact on overall customer service delivery.

Monitor customer service performance and compliance with organisational and regulatory requirements

- 8 Identify key performance indicators for customer service through a contact centre.
- 9 Implement monitoring activities to test customer service performance through key performance indicators.
- 10 Validate monitoring data of customer service performance against other available evidence.
- 11 Identify key organisational and regulatory compliance requirements for customer service.
- 12 Check customer service delivery through monitoring data for organisational and regulatory compliance.
- 13 Inform colleagues of monitoring results in order to identify actions for improvement.

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Knowledge and Understanding

You need to know and understand:

- (a) Details of the services and/or products offered or supported by the contact centre.
- (b) Details of the organisational and regulatory requirements on customer service delivery in the contact centre.
- (c) Organisational customer service aims and objectives and the service offer of the contact centre.
- (d) Organisational customer service procedures for customer contacts through the contact centre.
- (e) Organisational procedures and requirements for identification and validation of customers.
- (f) The importance of supporting colleagues by dealing with customer queries and issues that are outside the limits of their authority.
- (g) Limits of personal authority for dealing with customer problems and complaints.
- (h) How to identify individual customer issues that may impact on overall customer service.
- (i) The design of key performance indicators (KPIs) and how to monitor them.
- (j) The importance of informing colleagues of service monitoring results.
- (k) Methods of collecting structured feedback from customers.

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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 should show that you have considered the options for solving problems from the point of view of:
 - ◆ your customer
 - ◆ the potential benefits to your organisation
 - ◆ the potential risks to your organisation.
- 5 You must provide evidence that you deliver customer service taking account of:
 - ◆ regulatory and/or legislative requirements
 - ◆ the policies and procedures of your own organisation.

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Candidate Recording Form

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

| Unit title | | Supervise customer service activities in a contact centre team | | | | | | | | | | | | | | | | | | | | | | | |
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| Ref | Description of Evidence | Performance Criteria | | | | | | | | | | | | | Knowledge and Understanding | | | | | | | | | | |
| | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | a | b | c | d | e | f | g | h | i | j | k |
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| Comments |
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| 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) _____ |