

Unit: CS4 Organise the delivery of reliable customer service (ICS Unit 25)

Overview

This unit is about how you deliver and maintain excellent customer service. Your role may or may not involve supervisory or management responsibilities but you are expected to take responsibility for the resources and systems you use which support the service that you give.

In your job you must be alert to customer reactions and know how they can be used to improve the service that you give. In addition, customer service information must be recorded to support reliable service.

Outcomes of effective performance

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| CS4/O1 | You plan, prepare and organise everything you need to deliver a variety of services or products to different types of customers | CS4/O9 | You take action to improve the reliability of your service based on customer comments |
| CS4/O2 | You organise what you do to ensure that you are consistently able to give prompt attention to your customers | CS4/O10 | You monitor whether the action you have taken has improved the service you give to your customers |
| CS4/O3 | You reorganise your work to respond to unexpected additional workloads | CS4/O11 | You record and store customer service information accurately following organisational guidelines |
| CS4/O4 | You maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down | CS4/O12 | You select and retrieve customer service information that is relevant, sufficient and in an appropriate format |
| CS4/O5 | You consistently meet your customers' expectations | CS4/O13 | You quickly locate information that will help solve a customer's query |
| CS4/O6 | You balance the time you take with your customers with the demands of other customers seeking your attention | CS4/O14 | You supply accurate customer service information to others using the most appropriate method of communication |
| CS4/O7 | You respond appropriately to your customers when they make comments about the products or services you are offering | | |
| CS4/O8 | You alert others to repeated comments made by your customers | | |

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Behaviours which underpin effective performance

- CS4/B1 You approach the organisation of customer service systematically
- CS4/B2 You are sensitive to the needs of customers and colleagues
- CS4/B3 You communicate effectively with customers and colleagues
- CS4/B4 You adopt a systematic approach to maintaining customer records and information
- CS4/B5 You carry out tasks with due regard to your organisation's policies and procedures, including those covering health and safety at work
- CS4/B6 You comply with legal requirements, industry regulations and professional codes

Knowledge and understanding

- 1 Organisational procedures for unexpected situations and your role within them
- 2 Resource implications in times of staff sickness and holiday periods and your responsibility at these times
- 3 The importance of having reliable and fast information for your customers and your organisation
- 4 Organisational procedures and systems for delivering customer service
- 5 How to identify useful customer feedback and how to decide which feedback should be acted on
- 6 How to communicate feedback from customers to others
- 7 Organisational procedures and systems for recording, storing, retrieving and supplying customer service information.
- 8 Legal and regulatory requirements regarding the storage of data