

Unit: CS7 Improve the customer relationship (ICS Unit 26)

Overview

To improve relationships with your customers you will need to deliver consistent and reliable customer service. In addition, customers will need to feel that you genuinely want to give them high levels of service and that you will make every possible effort to meet or exceed their expectations. This will encourage loyalty from external customers or longer-term service partnerships with internal customers.

You need to be proactive in your dealings with your customers and to respond professionally in all situations. You will need to negotiate between your customers and your organisation or department in order to find some way of meeting your customers' expectations. In addition you will need to make extra efforts to delight your customers by giving higher levels of service than they expect.

Outcomes of effective performance

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|--------|--|---------|--|
| CS7/O1 | You select and use the best method of communication to meet your customers' expectations | CS7/O9 | You take action to satisfy your customers with the agreed solution |
| CS7/O2 | You take the initiative to contact your customers to update them when things are not going to plan or when you require further information | CS7/O10 | You make extra efforts to improve your relationship with your customer |
| CS7/O3 | You adapt your communication to respond to individual customers' feelings | CS7/O11 | You recognise opportunities to exceed your customers' expectations |
| CS7/O4 | You meet your customers' expectations within your organisation's service offer | CS7/O12 | You take action to exceed your customers' expectations within the limits of your own authority |
| CS7/O5 | You explain the reasons to your customers sensitively and positively when their expectations cannot be met | CS7/O13 | You gain the help and support of others to exceed your customers' expectations |
| CS7/O6 | You identify alternative solutions for your customers either within or outside the organisation | | |
| CS7/O7 | You identify the costs and benefits of these solutions to your organisation and to your customers | | |
| CS7/O8 | You negotiate and agree solutions with your customers which satisfy them and are acceptable to your organisation | | |

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Behaviours which underpin effective performance

- CS7/B1 You take pride in improving the customer relationship
- CS7/B2 You show understanding towards customers and deal with them in a professional manner
- CS7/B3 You use communication styles that are appropriate to different people and situations
- CS7/B4 You respond quickly to potential problems
- CS7/B5 You carry out tasks with due regard to your organisation's policies and procedures, including those covering health and safety at work
- CS7/B6 You comply with legal requirements, industry regulations and professional codes

Knowledge and understanding

- 1 How to make best use of the method of communication chosen for dealing with your customers
- 2 How to negotiate effectively with your customers
- 3 How to assess the costs and benefits to your customer and your organisation of any unusual agreement you make
- 4 The importance of customer loyalty and/or improved internal customer relationships to your organisation