

S326: Deliver, monitor and evaluate customer service to external customers

Overview: Deliver, monitor, evaluate and improve services to meet external customer needs.

Links: Customer Service, Communications

Specific skills:

- Evaluating
- Monitoring
- Problem-solving
- Questioning
- Listening
- Negotiating

Performance Indicators

Identify customer needs and expectations

1. Build positive working relationships with external customers
2. Manage expectations of external customers to make sure they are realistic
3. Identify and confirm external customer needs
4. Agree timescales and quality standards with external customers

Deliver customer services

5. Provide services to agreed timescales and quality standards and follow procedures if these are not achieved
6. Check external customer needs and expectations are met
7. Follow the correct procedures to handle complaints in a professional manner and to a given timescale

Monitor and evaluate customer services

8. Obtain and record external customer feedback
9. Analyse and evaluate external customer feedback
10. Take action to improve service to external customers

Knowledge & Understanding

- A. The types of products and services offered by your organisation relevant to external customers
- B. What is meant by external customer service
- C. The purpose and benefits of delivering external customer service that meets or exceeds external and customer expectations
- D. How to build positive working relationships with external customers
- E. How to manage external customer expectations
- F. The purpose and benefits of identifying and confirming external customer needs
- G. The types of quality standards appropriate to own responsibilities
- H. How to set and meet timescales and quality standards with external customers
- I. The purpose and benefits of monitoring external customer satisfaction and how to do so
- J. The types of problems that external customers may experience and how to process and resolve or refer them
- K. The correct procedures to follow when handling complaints
- L. The techniques for collecting and analysing external customer feedback
- M. The purpose and benefits of continuous improvement