

## **FE2G 04 (CFACSC7) Process Customer Service Complaints**

This Unit has the following Elements:

C7.1 Recognise the signs that a query or problem is about to produce a complaint.

C7.2 Deal with a complaint effectively.

### **Unit Summary**

This Unit is part of the Customer Service Theme of Handling Problems. This Theme covers the behaviours, processes and approaches that are most effective when handling customer service problems. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

This Unit is about the process of handling complaints. In any customer service situation a customer who is not satisfied may resort to making a complaint. Complaints may be justified or unjustified but in either case your customer expects you to respond and to offer some resolution or compensation. Complaints require investigation and the different options for their resolution to be considered. Your organisation may have detailed and formal procedures for dealing with complaints.

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### C7.1 Recognise the signs that a query or problem is about to produce a complaint

#### Performance Criteria

*You must consistently:*

- C7.1.1 Identify signs that a customer is becoming dissatisfied with the customer service of your organisation.
- C7.1.2 Take action to change the situation so that the query or problem does not result in a complaint.
- C7.1.3 Take actions to change your customer service approach in order to avoid future complaints when a justified complaint has been made.

### C7.2 Deal with a complaint effectively

#### Performance Criteria

*You must consistently:*

- C7.2.1 Ensure that you have a clear understanding of the nature and details of the complaint.
- C7.2.2 Investigate the facts of the complaint in order to establish whether it should be dealt with as a justified complaint or an unjustified complaint.
- C7.2.3 Identify all the possible options for a solution and consider the benefits and drawbacks of each option for your customer and for your organisation.
- C7.2.4 Assess the risks to your organisation of choosing each option.
- C7.2.5 Report the findings of your investigation to your customer and offer your chosen solution.
- C7.2.6 Escalate the complaint by involving more senior members of your organisation or an independent third party if there is sufficient reason to do so.
- C7.2.7 Give feedback to other colleagues involved which will help them avoid future complaints.
- C7.2.8 Keep clear records of the way the complaint has been handled to avoid later misunderstandings.

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### Knowledge and Understanding for the whole Unit

*To be competent in processing customer service complaints you need to know and understand:*

- C7a How to monitor the level of complaints and identify those that should provoke a special review of the service offer and service delivery.
- C7b Why dealing with complaints is an inevitable part of delivering customer service.
- C7c Organisational procedures for dealing with complaints.
- C7d How to negotiate a solution with your customer that is acceptable to that customer and to the organisation.
- C7e The regulatory definition of a complaint in your sector and the regulatory requirements of how complaints should be handled and reported.
- C7f When to escalate a complaint by involving more senior members of the organisation or an independent third party.
- C7g the cost and regulatory implications of admitting liability for an error made by your organisation.
- C7h How to spot and interpret signals that your customer may be considering making a complaint.
- C7i Techniques for handling conflict.
- C7j The importance of dealing with a complaint promptly.
- C7k Why the offer of compensation or replacement service or products may not always be the best options for resolving a complaint.
- C7l How the successful handling of a complaint presents an opportunity to impress a customer who has been dissatisfied.

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### Evidence Requirements

- 1 Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any performance evidence within this Unit.
- 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 must provide evidence that you have processed complaints that are seen by your organisation as:
  - a justified
  - b unjustified.
- 5 You must provide evidence of processing customer service complaints:
  - a during routine delivery of customer service
  - b during a busy time in your job
  - c during a quiet time in your job
  - d when people, systems or resources have let you down.
- 6 You need to provide evidence that you have dealt with customers who:
  - a have different needs and expectations
  - b appear angry or confused
  - c behave unusually.
- 7 You must provide evidence that you have processed complaints and taken full account of:
  - a organisational procedures
  - b sector or industry codes of practice
  - c legislation.





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**Notes/Comments**

The candidate has satisfied the assessor and internal verifier that the performance evidence has been met.

**Candidate's signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Assessor's signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Internal verifier's signature** \_\_\_\_\_ **Date** \_\_\_\_\_