

FE2Y 04 (CFACSA16) Build a Customer Service Knowledge Set

This Unit has the following Elements:

A16.1 Input details of customer queries and requests and develop responses.

A16.2 Use a customer service knowledge base.

Unit Summary

This Unit is part of the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have the most impact on the way your customer sees you and your organisation. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Effective and improving customer service may make use of a customer service knowledge set. This information base is built up continuously as the organisation learns from interaction with its customers. A knowledge set may contain a wide variety of information about customers and their transactions with the organisation. It will, in any case, rely in the actions of you and colleagues in direct contact with customers to build and grow as a useful customer service tool. This Unit is all about actions you take to add to the information set and how you use it to develop the way you deal with customer transactions. This Unit is for you only if your organisation has a systematic and technology supported approach to building a customer information set.

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A16.1 Input details of customer queries and requests and develop responses

Performance Criteria

You must consistently:

- A16.1.1 Identify through active listening customer queries and comments for inclusion in the knowledge set.
- A16.1.2 Classify information collected through customer contact for inclusion in the knowledge set.
- A16.1.3 Identify questions frequently asked by customers.
- A16.1.4 Identify the broad customer service messages of your organisation's answers to frequently asked questions.
- A16.1.5 Work with colleagues to develop responses to customer queries and requests.
- A16.1.6 Contribute ideas and responses to the customer knowledge set which build on key organisational customer service messages.
- A16.1.7 Check the effects of possible responses included in the knowledge set with customers during live customer service delivery or in trials.
- A16.1.8 Monitor the customer service knowledge set to identify trends and patterns.

A16.2 Use a customer service knowledge base

Performance Criteria

You must consistently:

- A16.2.1 Access information from the customer service knowledge set using specific search criteria.
- A16.2.2 Browse the customer service knowledge set to research a topic of interest or project area.
- A16.2.3 Use the customer service knowledge set to inform the introduction of a new product or service variation.
- A16.2.4 Use the customer service knowledge set to respond to a specific customer request or query.
- A16.2.5 Assist a colleague to locate specific information in the customer service knowledge set.
- A16.2.6 Add to the customer service knowledge set as a result of dealing with a customer request or query.

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Knowledge and Understanding for the whole Unit

To be competent at building a customer service knowledge set you must know and understand:

- A16a The structure and content of your organisation's customer service information set.
- A16b Input and update routines for adding to the customer service knowledge set.
- A16c Ways that information in a customer service knowledge set can be classified.
- A16d Questions frequently asked by customers of your organisation.
- A16e The importance of working with colleagues to develop responses to customer requests and queries.
- A16f Your organisation's key messages in relation to the services or products you are delivering.
- A16g Ways to interpret information in a customer service knowledge set.
- A16h Techniques for assisting a colleague to locate information in a customer service knowledge set.

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Evidence Requirements

Unit A16 – Build a customer service knowledge set

- 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 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.

There are no additional evidence requirements other than those expressed within the Unit.

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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** _____