

FE31 04 (CFACSB10) Organise the Delivery of Reliable Customer Service

This Unit has the following Elements:

- B10.1 Plan and organise the delivery of reliable customer service.
- B10.2 Review and maintain customer service delivery.
- B10.3 Use recording systems to maintain reliable customer service

Unit Summary

This Unit is part of the Customer Service Theme of Delivery. This Theme covers Customer Service behaviours and processes that have most effect on the customer experience during Customer Service delivery. 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 how you deliver and maintain excellent and reliable customer service. Your role may or may not involve supervisory or management responsibilities but you are expected to take some 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.

FE31 04 (CFACSB10) Organise the Delivery of Reliable Customer Service

B10.1 Plan and organise the delivery of reliable customer service

Performance Criteria

You must consistently:

- B10.1.1 Plan, prepare and organise everything you need to deliver services or products to different types of customers.
- B10.1.2 Organise what you do to ensure that you are consistently able to give prompt attention to your customers.
- B10.1.3 Reorganise your work to respond to unexpected additional workloads.

B10.2 Review and maintain customer service delivery

Performance Criteria

You must consistently:

- B10.2.1 Maintain service delivery during very busy periods and unusually quiet periods.
- B10.2.2 Maintain service delivery when systems, people or resources have let you down.
- B10.2.3 Consistently meet your customers' expectations.
- B10.2.4 Balance the time you take with your customers with the demands of other customers seeking your attention.

B10.2 (continued)

- B10.2.5 Respond appropriately to your customers when they make comments about the products or services you are offering.
- B10.2.6 Alert others to repeated comments made by your customers.
- B10.2.7 Take action to improve the reliability of your service based on customer comments.
- B10.2.8 Monitor the action you have taken to identify improvements in the service you give to your customers.

B10.3 Use recording systems to maintain reliable customer service

Performance Criteria

You must consistently:

- B10.3.1 Record and store customer service information accurately following organisational guidelines.
- B10.3.2 Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.
- B10.3.3 Quickly locate information that will help solve a customer's query.
- B10.3.4 Supply accurate customer service information to others using the most appropriate method of communication.

FE31 04 (CFACSB10) Organise the Delivery of Reliable Customer Service

Knowledge and Understanding for the whole Unit

To be competent at organising the delivery of reliable customer service you need to know and understand:

- B10a Organisational procedures for unexpected situations and your role within them.
- B10b Resource implications in times of staff sickness and holiday periods and your responsibility at these times.
- B10c The importance of having reliable and fast information for your customers and your organisation.
- B10d Organisational procedures and systems for delivering customer service.
- B10e How to identify useful customer feedback and how to decide which feedback should be acted on.
- B10f How to communicate feedback from customers to others.
- B10g Organisational procedures and systems for recording, storing, retrieving and supplying customer service information.
- B10h Legal and regulatory requirements regarding the storage of data.

FE31 04 (CFACSB10) Organise the Delivery of Reliable Customer Service

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 need to include evidence that you have dealt with a variety of customers including:
 - a customers who are easy to deal with
 - b customers who are difficult to deal with
 - c existing customers
 - d new customers.
- 5 Your evidence must show that you have:
 - a taken responsibility for your own actions in the delivery of customer service
 - b used spontaneous customer feedback to improve customer service
 - c used customer feedback that you have requested to improve customer service.
- 6 The system you use for recording data can be manual or electronic.

FE31 04 (CFACSB10) Organise the Delivery of Reliable Customer Service

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** _____