

FE3A 04 (CFACSD11) Lead a Team to Improve Customer Service

This Unit has the following Elements:

D11.1 Plan and organise the work of a team.

D11.2 Provide support for team members.

D11.3 Review performance of team members.

Unit Summary

This Unit is part of the Customer Service Theme of Development and Improvement. This Theme covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

If you are responsible for leading a team delivering customer service, you need to plan and organise their work and support them as they develop their performance. This Unit is about looking at both your organisation and your staffing resources and bringing these together in a constructive way to improve overall customer service.

You need to give support and guidance to your team to encourage them to improve their customer service delivery. It is about having a passion for customer service and sharing this enthusiasm with your colleagues and staff team. It is about leading by example.

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D11.1 Plan and organise the work of a team

Performance Criteria

You must consistently:

- D11.1.1 Treat team members with respect at all times.
- D11.1.2 Agree with team members their role in delivering effective customer service.
- D11.1.3 Involve team members in planning and organising their customer service work.
- D11.1.4 Allocate work which takes full account of team members' customer service skills and the objectives of the organisation.
- D11.1.5 Motivate team members to work together to raise their customer service performance.

D11.2 Provide support for team members

Performance Criteria

You must consistently:

- D11.2.1 Check that team members understand what they have to do to improve their work with customers and why that is important.
- D11.2.2 Check with team members what support they feel they may need throughout this process.
- D11.2.3 Provide team members with support and direction when they need help.
- D11.2.4 Encourage team members to work together to improve customer service

D11.3 Review performance of team members

Performance Criteria

You must consistently:

- D11.3.1 Provide sensitive feedback to team members about their customer service performance.
- D11.3.2 Encourage team members to discuss their customer service performance.
- D11.3.3 Discuss sensitively with team members action they need to take to continue to improve their customer service performance.

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Knowledge and Understanding for the whole Unit

To be competent at leading a team to improve customer service you need to know and understand:

- D11a The roles and responsibilities of your team members and where they fit in with the overall structure of the organisation.
- D11b How team and individual performance can affect the achievement of organisational objectives.
- D11c The implications of failure to improve customer service for your team members and your organisation.
- D11d How to plan work activities.
- D11e How to present plans to others to gain understanding and commitment.
- D11f How to facilitate meetings to encourage frank and open discussion.
- D11g How to involve and motivate staff to encourage teamwork.
- D11h How to recognise and deal sensitively with issues of underperformance.

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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 you have line management or supervisory responsibility for the team members used in your evidence.
- 5 You must show that you have taken into account the organisational constraints of:
 - a time
 - b human resources
 - c physical resources
 - d financial resources.
- 6 You must also show that you have taken into account the team or individual constraints of:
 - a existing workloads
 - b individual capabilities and sensitivities
 - c initiatives and objectives currently being undertaken by the organisation
 - d influences operating on the team from outside.

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- 7 Your evidence must provide evidence that you have taken time with each team member to:
 - a plan and organise their work
 - b provide support and guidance
 - c give and seek feedback on performance.

- 8 The feedback you provide to team members may be
 - a formal or informal
 - b verbal or in writing.

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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** _____