

FE3G 04 (CFACSA17) Champion Customer Service

This Unit has the following Elements:

- A17.1 Promote the importance and benefits of customer service.
- A17.2 Provide advice and information on customer service issues.

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.

Staff with high levels of responsibility for customer service have an important role to play as champions of excellent service within their organisations. They should also promote customer service to service partners without whom their organisation cannot deliver reliable and excellent customer service. They need to have a great deal of knowledge and expertise from which others can benefit. This Unit is about acting as a champion — being constantly alert for issues that affect customer service, analysing these issues and their implications, challenging on behalf of the customer and passing on your knowledge and expertise to others.

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A17.1 Promote the importance and benefits of customer service

Performance Criteria

You must consistently:

- A17.1.1 Explain the role of customer service within your organisation's strategic and business plans.
- A17.1.2 Continuously monitor developments in your organisation in order to identify those important to customer service.
- A17.1.3 Analyse the implications of these customer service developments.
- A17.1.4 Question and challenge developments from the customer's standpoint.
- A17.1.5 Use your influence to ensure that developments improve customer service.

A17.2 Provide advice and information on customer service issues

Performance Criteria

You must consistently:

- A17.2.1 Make it known that you can provide customer service advice and information.
- A17.2.2 Respond to requests for customer service advice and information.
- A17.2.3 Carry out any necessary research to enhance or verify the advice and information you are giving.
- A17.2.4 Communicate customer service advice and information effectively.
- A17.2.5 Help others to explore the implications of your advice and information for their own work and identify actions that the advice and information might prompt.
- A17.2.6 Monitor how effective your advice and information has been.
- A17.2.7 Review the way you collect information, formulate advice and communicate it to others.

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Knowledge and Understanding for the whole Unit

To be competent at championing customer service you need to know and understand:

- A17a The processes for decision making within your organisation and who is involved.
- A17b How to monitor developments within your organisation.
- A17c How to use your influence and authority to affect decision making.
- A17d The types of developments that are likely to affect customer service and how to analyse the implications for customer service.
- A17e The importance of empathising with customers and how to represent their viewpoint in a constructive way.
- A17f How to identify when others need advice and information on customer service issues.
- A17g How to use different types of research to support your advice and information on customer service.
- A17h How to apply your advice and information in practice.
- A17i How to monitor the effect of your advice and information.

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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 for your assessor to be confident that you are competent.
- 4 You must provide evidence that you have monitored developments that, in relation to your own area of responsibility, are:
 - a strategic
 - b operational.
- 5 Your evidence must show that you have analysed the implications of customer service developments for:
 - a the quality of services or products
 - b the way services or products are delivered
 - c customer relationships.
- 6 You must provide evidence that you have responded to requests for information and advice from two of these groups:
 - a front line staff
 - b supervisors or team leaders
 - c senior managers
 - d colleagues in other departments
 - e service partners.

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- 7 Your evidence must show that you have provided information and advice about:
 - a the quality of services or products
 - b the way services or products are delivered
 - c customer relationships.

- 8 Your evidence must show that you have communicated customer service advice and information using two different communication media.

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Candidate Recording Form

	Description of evidence	Performance Criteria											
		A17.1.1	A17.1.2	A17.1.3	A17.1.4	A17.1.5	A17.2.1	A17.2.2	A17.2.3	A17.2.4	A17.2.5	A17.2.6	A17.2.7

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No	Description of evidence	Knowledge and Understanding								
		A17a	A17b	A17c	A17d	A17e	A17f	A17g	A17h	A17i

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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** _____