

## **FE3P 04 (CFACSC8) Handle Referred Customer Complaints**

This Unit has the following Elements:

- C8.1 Investigate referred customer complaints.
- C8.2 Take action to deal with referred customer complaints.
- C8.2 Identify repeated customer complaints and recommend changes to policies and procedures.

### **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. This Unit is about the process of handling complaints. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

However effectively customer service is organised, customers make complaints from time to time. In some organisations, it is simply a matter of procedure for all complaints to be handled by particular people. Sometimes, front-line staff or supervisors can deal with these complaints, however, often more senior staff must deal with the complaint. This is either because of the severity of the complaint and its implications for the organisation, or because the customer will accept the solution only if it is dealt with at a senior level. This may require someone with the authority and influence to adapt existing policies and procedures to find an acceptable solution. It is also important for this person to explore patterns and trends in significant complaints and recommend changes to policies and procedures to avoid repetition.

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### **C8.1 Investigate referred customer complaints**

#### **Performance Criteria**

*You must consistently:*

- C8.1.1 Collect all the available information on the nature of the complaint and identify and analyse the organisational implications of the complaint.
- C8.1.2 Take personal responsibility for dealing with the complaint subject to the limits of your authority.
- C8.1.3 Keep your customer informed about what steps are being taken to deal with their complaint.
- C8.1.4 Follow the correct procedures if your customer wishes to escalate the complaint even higher or if the complaint has wider implications for the organisation.

### **C8.2 Take action to deal with referred customer complaints**

#### **Performance Criteria**

*You must consistently:*

- C8.2.1 Identify a range of possible solutions that balance customer expectations and your organisation's service offer.
- C8.2.2 Liaise with your customer and colleagues to negotiate an acceptable solution.
- C8.2.3 Agree a solution that adapts current policies and procedures within your own authority and furthers your organisation's aims and objectives.
- C8.2.4 Implement the agreed solution and liaise with your customer to ensure that they are satisfied with the action that has been taken.

### **C8.3 Identify repeated customer complaints and recommend changes to policies and procedures**

#### **Performance Criteria**

*You must consistently:*

- C8.3.1 Identify patterns and trends in customer complaints.
- C8.3.2 Analyse trends in customer complaints.
- C8.3.3 Identify solutions acceptable to your customers that fit your organisation's service offer.
- C8.3.4 Identify possible changes to customer service policies and procedures.
- C8.3.5 Consider the benefits and drawbacks of each possible change in terms of balancing customer service and organisational aims.
- C8.3.6 Select an option for change and follow organisational procedures to ensure that your recommendations come to the attention of decision makers.

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### Knowledge and Understanding for the whole Unit

*To be competent at handling customer complaints referred to you by others you need to know and understand:*

- C8a The importance of minimising customer complaints and dealing with them effectively and promptly when they occur.
- C8b Your organisation's complaints procedures and the limits of your authority.
- C8c The procedures you must follow if a complaint is likely to be escalated or have wider implications.
- C8d The types of complaints that could have wider implications for your organisation.
- C8e Why it is important to communicate with your customer at all stages of a complaints procedure.
- C8f How to devise solutions that balance customer expectations and organisational aims.
- C8g Why it is important to identify and present to the customer a range of possible options.
- C8h Why it may be necessary sometimes to adapt organisational policies and procedures to provide a solution acceptable to your customer and how you could justify this.
- C8i How to identify trends and patterns in customer complaints and solutions.
- C8j How to explore the implications of these patterns and trends for your organisation's policies and procedures.
- C8k How to recommend changes to organisational policies and procedures.

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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 collected and analysed:
  - a qualitative information
  - b quantitative information.
- 5 You must show that you have dealt with complaints from customers who are:
  - a prepared to accept your proposed solutions
  - b not prepared to accept your proposed solutions.
- 6 The complaints included in your evidence must include examples of:
  - a a difference between customer expectations and what is offered by your organisation
  - b a problem resulting from a system or procedure failure
  - c a problem resulting from a shortage of resources or human error.





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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** \_\_\_\_\_