

### Overview

#### What this standard is about

Whatever aims and objectives a contact centre is pursuing; individual customer contacts are expected to provide professional customer service. Customer satisfaction can be met through both the services and/or products they receive if their experience during their contact with the centre is carried out with respect. Communication is at the heart of customer experience so agents must create professional interpersonal contact with their customers. This also involves active listening skills to identify formal and informal feedback on customer experiences. All customer service delivered by a contact centre is subject to organisational and external requirements and constraints.

---

#### Performance Criteria

*You must be able to:*

##### **Communicate and establish rapport with customers using a contact centre**

- 1 Follow organisational guidelines for greeting and identifying customers of a contact centre.
- 2 Use opening exchanges to establish a shared understanding with a customer.
- 3 Explain features and/or benefits of services and/or products to customers.
- 4 Provide information in response to customer enquiries and requests.
- 5 Check customer understanding of the information you have given through questions.
- 6 Discuss issues or queries with customers to identify options to resolve them.
- 7 Reinforce the communication with your customer by closing the contact with an appropriate exchange.

##### **Follow organisational procedures and requirements to deliver customer service in a contact centre**

- 8 Establish the precise limits of your authority when dealing with customers.
- 9 Explain to customers when you must pass on a contact because you do not have appropriate authority.
- 10 Comply with regulatory requirements during customer contact.
- 11 Explain regulatory constraints to customers when they affect the customer service you can offer to them.
- 12 Use different sources of information to check and update your knowledge and understanding of organisational and regulatory requirements.

##### **Obtain and use information from customers to support customer service delivery through a contact centre**

- 13 Question customers to obtain information that supports your customer service delivery.
- 14 Use active listening to identify precisely your customer's queries or requests.
- 15 Check what you have understood from your customer by summarising their queries or requests.
- 16 Keep records of customer queries or requests following organisational procedures.
- 17 Use information collected from customers to adapt and improve your customer service delivery.

## **H11T 04 (CFACC14) Deliver customer service through a contact centre**

---

### **Knowledge and Understanding**

*You need to know and understand:*

- (a) Features and/or benefits of the services and/or products offered or supported by the contact centre.
- (b) Organisational limits to offers you can make to customers regarding services and/or products, packages and proposals.
- (c) The limits of your personal authority when dealing with customers.
- (d) Who you can refer to if your personal authority is exceeded during customer contact.
- (e) Organisational guidelines for addressing and identifying customers.
- (f) Interpersonal conversation techniques that form a shared understanding with a customer.
- (g) The importance of checking customer understanding of information you have given them.
- (h) Types of issue or problem that you are able to deal with directly.
- (i) The importance of closing a customer contact in a professional way.
- (j) Sources of information to check and update your knowledge and understanding of organisational and regulatory requirements.
- (k) The meaning and importance of active listening when interacting with customers.
- (l) Organisational requirements for record-keeping on customer contacts and customer feedback.

## **H11T 04 (CFACC14) Deliver customer service through a contact centre**

---

### **Evidence Requirements**

*To achieve this Unit you will need to ensure that your evidence covers all Performance Criteria and Knowledge and Understanding.*

- 1 All evidence must be based on your performance at work.
- 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 Your evidence must show that you:
  - ◆ identify what your customer wants by seeking information directly
  - ◆ identify what your customer wants from spontaneous customer comments.
- 5 You must provide evidence that you communicate with customers taking account of:
  - ◆ regulatory and/or legislative requirements
  - ◆ the policies and procedures of your own organisation.
- 6 Records of formal and/or informal information collected from customers and used to adapt and improve your customer service delivery must be held.



<b>Comments</b>
<b>Statement of competence</b>
I confirm that all evidence (including Knowledge and Understanding), for the entire Unit has been met:
<b>Candidate's signature</b> _____ <b>Date</b> _____
<b>Internal Verifier's signature</b> _____ <b>Date</b> _____
<b>Assessor's signature</b> _____ <b>Date</b> _____ <b>Date sampled (by IV)</b> _____