

Overview

What this standard is about

Customer service is at the heart of each contact centre's business. Whether the centre is providing information and support, is involved in sales or is dealing with emergency service support, customer satisfaction with the service is extremely important. Effective customer service is delivered through teamwork with agents and team leaders both having a part to play. There must also be overall management of the customer service activity. This involves managing escalation procedures for all difficult customer issues, monitoring and analysing customer service performance and customer feedback, reviewing and updating customer service procedures and compliance requirements.

Performance Criteria

You must be able to:

Manage escalation processes for difficult customer service issues in a contact centre

- 1 Identify and agree authority boundaries for staff dealing with complex customer issues, concerns or complaints.
- 2 Confirm boundaries of authority with colleagues at all levels.
- 3 Deal with complex or difficult customer issues referred by a colleague who does not have the appropriate authority.
- 4 Deal with customer issues that may be high risk or high profile.
- 5 Identify ways to prevent recurrence of customer service issues.
- 6 Support team leaders and managers in reinforcing the escalation and complaints procedures.

Manage monitoring of customer service performance and customer feedback

- 7 Devise and agree key performance indicators for customer service through a contact centre.
- 8 Coordinate monitoring activities to test customer service performance through key performance indicators.
- 9 Collate and analyse results from monitoring of customer service.
- 10 Check results of customer service monitoring for compliance with organisational and regulatory requirements.
- 11 Work with team leaders and other colleagues to develop and improve monitoring procedures for customer service performance.

Review and update organisational and regulatory requirements for customer service delivery

- 12 Identify existing organisational and regulatory requirements that impact on customer service delivery in the contact centre.
- 13 Review organisational strategies and policies that may involve changed requirements for customer service delivery.
- 14 Review external regulation or legislation that may involve changed requirements for customer service delivery.
- 15 Consult team leaders and front line delivery colleagues on the implications of changes in organisational or regulatory requirements.
- 16 Agree and implement changes in organisational or regulatory requirements in customer service procedures for contact centre activities.

Knowledge and Understanding

You need to know and understand:

- (a) Details of the services and/or products offered or supported by the contact centre.
- (b) Details of the organisational and regulatory requirements on customer service delivery in the contact centre.
- (c) Organisational customer service aims and objectives and the service offer of the contact centre.
- (d) Organisational customer service procedures for customer contacts through the contact centre.
- (e) Ways of defining authority boundaries for people dealing with customer service issues and complaints.
- (f) Techniques for dealing with complex or difficult customer issues.
- (g) Types of customer service or problems that may become high risk or high profile.
- (h) Techniques for devising key performance indicators (KPIs).
- (i) Ways to analyse customer service monitoring results.
- (j) Sources of information about current regulations or legislation that impact on customer service delivery.
- (k) Sources of information about organisational aims or strategies that may impact on customer service delivery.

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 You must show that you have considered the options for solving problems from the point of view of:
 - ◆ the customer
 - ◆ the potential benefits to your organisation
 - ◆ the potential risks to your organisation.
- 5 You must provide evidence of monitoring activities to test customer service performance which include:
 - (a) formal audits of working practices and monitoring of work
 - (b) gathering and recording information from:
 - ◆ informal customer feedback eg unsolicited and/or anecdotal
 - ◆ formal feedback eg customer surveys/questionnaires.
- 6 You must provide evidence that customer service delivery takes account of:
 - ◆ regulatory and/or legislative requirements
 - ◆ the policies and procedures of your organisation.

H12E 04 (CFACC16) Manage customer service delivery in a contact centre

Candidate Recording Form

Candidate's name _____ Assessor's name _____

Unit title Manage customer service delivery in a contact centre																																																						
Ref	Description of Evidence	Performance Criteria																Knowledge and Understanding																																				
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	a	b	c	d	e	f	g	h	i	j	k																										

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