

## **H12G 04 (CFACC26) Coordinate customer communication processes in a contact centre**

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### **Overview**

#### **What this standard is about**

Effective communication with customers is essential to the success of all contact centre operations. Choices must be made about how information is exchanged with customers, the boundaries of what individuals are allowed to deal with and the style and approach to communication used by the centre. Communication policy and processes must fit with organisational objectives, the communication media available to the team and team skills. Procedures and guidelines promote consistency of approach. Front line individuals delivering customer service are supported by team leaders as their communication skills develop.

#### **Performance Criteria**

*You must be able to:*

##### **Develop customer communication policies in a contact centre**

- 1 Identify organisational business and customer service objectives.
- 2 Review media options available for communication with customers.
- 3 Evaluate the benefits and costs of choosing different media for communication with customers.
- 4 Consult front line customer contact colleagues about the practical needs of dealing with customer communication.
- 5 Draft customer communication policies for use in the contact centre.
- 6 Agree with appropriate management colleagues customer communication policies for use in the contact centre.

##### **Support development of customer service procedures and guidelines for use by front line colleagues**

- 7 Work with colleagues to sub-divide policies into types of customer contact.
- 8 Link customer communication policy with customer service objectives to guide development of procedures and guidelines.
- 9 Audit draft procedures and guidelines for compliance with customer communication policy.
- 10 Reconcile customer communication policy with procedures and guidelines to ensure that they are fit for purpose.

##### **Contribute to team skills development to enhance customer service through effective customer communication in a contact centre**

- 11 Review team and individual communication skills in the contact centre context.
- 12 Contribute to team and individual development plans to advance communication skills levels.
- 13 Implement communication skills development plans that contribute to service levels in the contact centre.
- 14 Evaluate the contribution of skills development activities to achievement of communication policy objectives.

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### Knowledge and Understanding

*You need to know and understand:*

- (a) The services or products offered or supported by your contact centre.
- (b) Regulations and legislation that impact on the world of the contact centre.
- (c) Organisational procedures and guidelines for front line colleagues communicating with customers.
- (d) Organisational business and customer service objectives.
- (e) The benefits and drawbacks of communicating with customers verbally and in writing.
- (f) The importance of involving front line colleagues in review of communication policies and procedures.
- (g) The key components of a customer communication policy.
- (h) Techniques for devising procedures and guidelines for use by front line staff when communicating with customers.
- (i) The importance of planning skills development actions at team and individual levels.
- (j) Methods for developing team and individual communication skills.

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### **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 candidate 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 of reviewing and evaluating media to include at least two different media options.
- 4 You must provide evidence that within your role you have taken account of:
  - ◆ regulatory and/or legislative requirements
  - ◆ the policies and procedures of your organisation.

**Candidate Recording Form**

**Candidate's name** \_\_\_\_\_ **Assessor's name** \_\_\_\_\_

<b>Unit title</b> Coordinate customer communication processes in a contact centre																									
<b>Ref</b>	<b>Description of Evidence</b>	<b>Performance Criteria</b>														<b>Knowledge and Understanding</b>									
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	a	b	c	d	e	f	g	h	i	j

<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> _____