



## Unit F2NC 04 (522)

## Monitor and Evaluate Customer Service in Food Manufacture

### Unit Summary

This Unit covers monitoring and evaluating customer service and identifying ways to improve sales. It includes ensuring that staff have good and up to date food and drink product knowledge and that they develop and maintain positive working relationships with customers. Effective communication, skills and the ability to maintain accurate and comprehensive records is also a feature of this Unit.

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

*Achievement of this Unit will provide you with opportunities to develop the following SQA Core Skills:*

#### Communication Intermediate 2

- ◆ Read, understand and evaluate written communication.
- ◆ Produce well structured written communication.

#### Working with Others Intermediate 2

- ◆ Work with others in a group to analyse, plan and complete an activity.

#### Problem Solving Intermediate 2

- ◆ Analyse a situation or issue.
- ◆ Plan, organise and complete a task.
- ◆ Review and evaluate a problem solving activity.

***I have completed the requirements of this Unit.***

**Candidate name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Candidate signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

***I can confirm the candidate has completed all requirements of this Unit.***

**Assessor signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**IV signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Assessment centre:** \_\_\_\_\_

You must be able to	Evidence Requirements	Evidence/ Activity/ Ref No.
<p>1 Contribute to sales through ensuring reliable customer service</p> <p>This means you:</p> <ul style="list-style-type: none"> <li>(a) Produce plans for the organisation of work schedules and work loads and agree them with the relevant people.</li> <li>(b) Organise others to respond to the needs of customers within the limits of your authority.</li> <li>(c) Provide information and advice to others in an appropriate format and at a suitable time and place to assist in the provision of reliable customer service.</li> <li>(d) Identify any lack of product skill and knowledge of others and make suitable arrangements to address gaps in skills and/or knowledge.</li> <li>(e) Seek advice from the relevant people when decisions needed will exceed the limits of your remit.</li> <li>(f) Organise supplies of merchandise and additional materials to meet customer needs.</li> <li>(g) Address any shortage of supplies or difficulty in accessing merchandise or additional materials within the limits of your remit.</li> <li>(h) Report any shortages of supplies and difficulties in accessing merchandise or additional materials and the actions taken to the relevant people.</li> <li>(i) Access sales and customer service records and maintain and use them correctly.</li> </ul>	<p>Evidence of contributing to sales through ensuring reliable customer service in accordance with workplace procedures.</p>	

		<b>Evidence Requirements (cont)</b>	
2	<p>Monitor sales and evaluate customer service</p> <p>This means you:</p> <ul style="list-style-type: none"> <li>(a) Produce plans and criteria for monitoring and evaluating the provision of customer service and its impact on sales and agree them with the relevant people.</li> <li>(b) Monitor and assess customer feedback, including the volume and nature of complaints and the way they are handled and identify and record potential improvements in services and products.</li> <li>(c) Invite others to suggest improvements that will enhance service to customers in a manner which encourages constructive contributions.</li> <li>(d) Seek feedback from customers in the most appropriate place and manner, and collate, record and store feedback.</li> <li>(e) Evaluate customer feedback and identify areas for improvement.</li> <li>(f) Assess customer service and care policies and procedures to identify improvement opportunities to increase sales. Take into account existing requirements, sales plans and the required standards of customer service.</li> <li>(g) Recommend improvements which offer mutual benefits to the customer and to the organisation and identify the implications of the recommended improvements.</li> <li>(h) Present the recommendations in a suitable format to the relevant people.</li> </ul>	<p>Evidence of monitoring sales and evaluating customer service in accordance with workplace procedures.</p>	

		Evidence Requirements (cont)	
3	<p>Maintain effective and efficient customer service</p> <p>This means you:</p> <ul style="list-style-type: none"> <li>(a) Organise your own and others' work practices in ways which enable the needs of the customers to be responded to in accordance with operational requirements.</li> <li>(b) Offer practical help to others in a constructive and helpful manner to maintain service to customers during workload peaks.</li> <li>(c) Monitor stocks of merchandise and additional materials and make adequate supplies available and accessible to meet customer demand.</li> <li>(d) Identify and rectify any shortage of merchandise and additional materials within the limits of your remit.</li> <li>(e) Organise others to meet operational requirements within the limits of your remit.</li> <li>(f) Implement improvements in the provision of effective and efficient customer service to meet sales targets, within an agreed timescale and budget.</li> </ul>	<p>Evidence of maintaining effective and efficient customer service in accordance with workplace procedures.</p>	

**Evidence of Performance**

Evidence of performance may employ examples of the following assessment:

- ◆ observation
- ◆ written and oral questioning
- ◆ evidence from company systems (eg Food Safety Management System)
- ◆ reviewing the outcomes of work
- ◆ checking any records of documents completed
- ◆ checking accounts of work that the candidate or others have written

<b>Candidate name:</b>		<b>Assessor initials/date</b>
<b>No</b>	<b>Activity</b>	
1		
2		
3		

<b>You need to know and understand</b>		<b>Evidence</b>
Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.		
K1	How to complete documentation and to whom you should make it available.	
K2	The importance of accurate and complete records.	
K3	The recording and reporting procedures.	
K4	Why it is important to use customer feedback records and keep them up to date.	
K5	Why work schedules and workloads are planned and how to produce plans for them.	
K6	The effects of customer needs on the planning and organisation of work.	
K7	The planning techniques available including rotas, routines and cycles.	
K8	The variations in workloads, how to predict them and take account of them in plans.	
K9	The suitable formats, times and places for the provision of information and advice.	
K10	How to provide information and advice and why, when and where to seek advice.	
K11	How to organise the supplies of merchandise and additional materials to be available and accessible.	
K12	The potential effects of lack of resources in the supplies of merchandise and additional materials.	
K13	How to rectify and report a lack of resources in availability and accessibility.	
K14	How to identify customer needs.	
K15	How to organise own work and that of others to respond to customer needs.	
K16	How to offer help to others.	
K17	How to give feedback to others.	
K18	How to identify a lack of required knowledge or skill of others.	
K19	What arrangements can be made to help others overcome their lack of skill or knowledge?	
K20	How to seek advice from others.	
K21	How statutory regulations affect the organisation of work.	
K22	Why customer service and the volume, nature and the handling of complaints need to be monitored and assessed.	
K23	Why plans and criteria need to be produced and agreed for monitoring and evaluating customer service.	
K24	How to monitor and assess customer feedback.	
K25	The importance of identifying potential improvements in services and products.	
K26	How to identify potential improvements in customer service and increase sales.	
K27	The importance of asking others to suggest improvements to customer service and how to encourage constructive contributions from them.	
K28	The importance of seeking feedback from customers and the ways in which this may be obtained.	
K29	How to collate, store and evaluate feedback from customers.	
K30	Why any recommendations made need to offer mutual benefits to customers and the organisation.	

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<b>You need to know and understand (cont)</b>		
K31	Why it is necessary to identify and communicate the implications of recommended changes.	
K32	How to identify and recommend improvements in customer care and service policies, procedures and sales.	
K33	The types of complaints received and how to handle them.	
K34	Customer service and care policies and procedures and the need to assess and revise them to increase sales.	
K35	How to assess and revise customer care and service policies and procedures.	
K36	What constitutes a breach in the policy and procedures relating to customer service levels?	
K37	How to deal with breaches in the policy and procedures relating to customer service levels.	
K38	How to implement improvements in the service to customers to improve sales.	
K39	The types and levels of merchandise and additional materials which need to be monitored to optimise sales.	
K40	How to monitor stocks of merchandise and additional materials.	
K41	How to make merchandise and additional materials available.	
K42	How to identify and rectify lack of merchandise and additional materials.	
K43	The importance of identifying a lack of merchandise and additional materials.	

Notes/Comments
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**Assessor signature:** \_\_\_\_\_**Date:** \_\_\_\_\_