

U12902:**Deliver reliable customer service**

Unit Descriptor:

This unit is all about how you deliver consistent reliable service to customers as part of your job.

As well as being good with people, you need to work with your organisation's service systems to meet and wherever possible, exceed customer expectations.

In your job there will be many examples of how you combine your approach and behaviour with your organisation's systems to ensure that you:

- are prepared for each transaction
- deal with different types of customers under different circumstances
- check that what you have done has been effective.

When you have completed this unit you will have shown that you can deliver excellent customer service over and over again.

ELEMENT	PERFORMANCE CRITERIA
1. Prepare to deal with your customers	<p><i>To be competent you must achieve the following:</i></p> <p>1.1 Keep your knowledge of products or services offered by your organisation up-to-date using information from your colleagues and organisational literature.</p> <p>1.2 Ensure that any equipment you use is in good and safe working order.</p> <p>1.3 Ensure that the area you work in is tidy and the space is used efficiently.</p> <p>1.4 Prepare and arrange everything you need to deal with your customers before your shift or period of work commences.</p>

- 2. Give consistent service to customers
 - 2.1 Make realistic commitments to your **customers** regarding products or services during **service** delivery.
 - 2.2 Make extra efforts to keep your commitments to your customers.
 - 2.3 Inform your customers when you cannot keep your commitments due to unforeseen developments.
 - 2.4 Recognise when your customer's needs or expectations have changed and adjust your service to meet their new requirements.
 - 2.5 Pass your customers on to the relevant person or organisation if you are unable to deal with their needs and expectations and keep your customers advised about what is happening.
- 3. Check customer service delivery
 - 3.1 Check that the service you have given meets your **customers'** needs and expectations.
 - 3.2 **Identify** where you could have given a better service to your **customers** and how your service could have been improved.
 - 3.3 Share relevant information with others to maintain your organisation's standards for service delivery.

RANGE STATEMENT

You must cover the items below:

Element 1: Prepare to deal with your customers**A. Prepare and arrange:**

- (i) tools and equipment
- (ii) consumables (wrapping papers, bags etc)
- (iii) documentation

Element 2: Give consistent service to customers

Customers who: *(Also applies to unit 3)*

- (i) have clearly stated needs
- (ii) are not clear about their needs and expectations
- (iii) are unhappy with the level of service being provided

B. Service delivered during:

- (i) busy periods
- (ii) quiet periods
- (iii) times when people, systems or resources have let you down
- (iv) working with colleagues

Element 3: Check customer service delivery**B. Identify by:**

- (i) inviting feedback from colleagues and managers on your performance
- (ii) asking customers for feedback directly
- (iii) examining written customer feedback

UNDERPINNING KNOWLEDGE AND SKILLS**Legislations and regulations**

1. What are your customers' rights.
2. What are the specific aspects of:
 - a. health and safety
 - b. data protection
 - c. equal opportunity
 - d. disability discrimination, legislation and regulations that affect the way the products and services you deal with can be delivered to your customers
3. What are the industry, organisational and professional codes of practice and ethical standards that affect the way the products or services you deal with can be delivered to your customers.
4. What are the contractual agreements, if any; customers have with your organisation.

Productions and services

5. What are the products or services of your organisation relevant to your customer service role.

Organisational procedures/guidelines

6. What are the guidelines laid down by your organisation that limits what you can do within your job.
7. What are the limits of your own authority and when do you need to seek agreement with or permission from others.
8. What are the organisational targets relevant to your job, your role in meeting them and the implications for your organisation if those targets are not met.

Additional knowledge and understanding for Unit 2

9. What are the organisational procedures and systems for delivering customer service.
10. What are the methods that your organisation uses or might use to measure its effectiveness in delivering customer service.
11. What are the systems in place for checking service delivery.

Communication

12. How would you communicate in a clear, polite confident way and why this is important.
13. How to deal with persons with diverse backgrounds and abilities (e.g. age, cultural, social and religious backgrounds).

EVIDENCE GUIDE**1. CRITICAL ASPECTS OF EVIDENCE**

Your evidence must show that you have applied the knowledge and understanding requirements when you are dealing with your customers

You must prove that you:

- a. consistently follow the steps of preparing, delivering and checking customer service
- b. have worked with different customers who have different needs and expectations

As well as providing routine delivery of customer service, you need to include evidence which relates to:

- c. busy periods
- d. quiet periods
- e. times when people, systems or resources have let you down
- f. working with colleagues

2. Methods of Assessment

Performance Evidence for this unit could include:

- Observation reports by your assessor recording how you can consistently deliver exceptional customer service.
- Witness testimonies from your manager or customers which provide evidence that you have been able to make realistic commitments to your customers and have made extra efforts to keep to those commitments.
- Work place documents/records.

Supplementary Evidence for this unit could include:

- Case studies which describe situations where you felt you could have provided a better service to your customer.
- Case histories which describe situations where things have gone wrong and the action you took to ensure the customer was happy.

3. Context of Assessment

Simulation is **not** allowed for any performance evidence within this unit. You must supply all the evidence from work you have carried out with customers in your workplace. You must prove that you have delivered high levels of service to customers over a period of time with different customers on different occasions.