

## U13102: Resolve customer service problems

### Unit Descriptor:

The delivery of excellent customer service involves meeting and exceeding customer expectations.

However, even if your customer service overall is excellent, some customers will experience problems. Part of your job is to help to resolve those problems.

Some problems are reported by customers. In other situations, you spot the problem first and resolve it before your customer has even noticed that there might be a problem.

For this unit you need to resolve both types of problems having looked at all the options.

This unit is particularly important to customer service because many customers judge the customer service of your organisation by the way in which their problems are resolved.

ELEMENT	PERFORMANCE CRITERIA
	<i>To be competent you must achieve the following</i>
1. Identify customer service problems	1.1 Gather and interpret information from your customers about <b>problems</b> they have raised.
	1.2 Ask your customers appropriate questions to check your understanding of their problems.
	1.3 Identify repeated problems and alert the appropriate authority.
	1.4 Share customer feedback with others to help identify potential problems before they occur.
	1.5 Work independently or with others to identify problems with systems and procedures before they begin to affect your customers.

2. Select the best solution to resolve customer service problems
  - 2.1 Identify the available options for resolving customer service **problems**.
  - 2.2 Consult with others to identify and confirm the options available to resolve those problems.
  - 2.3 Work out the advantages and disadvantages of each option for your customer and your organisation.
  - 2.4 Select the best overall option for your customer and your organisation.
  - 2.5 Suggest to your customer other ways that problems may be resolved if you are unable to help.
  
3. Implement the solution to customer service problems
  - 3.1 Discuss and agree the proposed option for solving the **problem** with your customers.
  - 3.2 Take action to implement the option agreed with your customers.
  - 3.3 Work with others and your customers to make sure that any commitments related to solving the problems are kept.
  - 3.4 **Keep your customers fully informed** about what is happening to resolve the problems.
  - 3.5 Check with your customers to make sure the problem has been resolved to their satisfaction.
  - 3.6 Give clear reasons to your customers when the problem has not been resolved to their satisfaction.

**RANGE STATEMENT**

*You must cover the items below:*

**Element 1: Identify customer service problems****A. Types of problems:**

- (i) problems first identified by customers
- (ii) problems that you have identified before they affect your customer
- (iii) problems due to differences between your customers' expectations and what your organisation can offer
- (iv) problems due to a system or procedure failure
- (v) problems due to a lack of resources or human error

**Element 2: Select the best solution to resolve customer service problems****A. Types of problems:**

- (i) problems first identified by customers
- (ii) problems that you have identified before they affect your customer
- (iii) problems due to differences between your customers' expectations and what your organisation can offer.
- (iv) problems due to a system or procedure failure
- (v) problems due to a lack of resources or human error

**Element 3: Implement the solution to customer service problems****A. Types of problems:**

- (i) problems first identified by customers
- (ii) problems that you have identified before they affect your customer
- (iii) problems due to differences between your customers' expectations and what your organisation can offer
- (iv) problems due to a system or procedure failure
- (v) problems due to a lack of resources or human error

**B. Keep your customers fully informed by:**

- (i) supplying relevant information tactfully when customers have requested it
- (ii) supplying relevant information tactfully when customers have not requested it

**UNDERPINNING KNOWLEDGE AND SKILLS****Legislation and regulations**

1. What are your customers' rights.
2. What are the specific aspects of:
  - a. health and safety
  - b. data protection
  - c. equal opportunities
  - 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.

**Products 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.

**Communication**

9. How would you communicate in a clear, polite, confident way and why this is important.

**Additional Knowledge and understanding for Unit 4**

10. What are the organisational procedures and systems for dealing with customer service problems.

11. What are the limitations of what you are able to offer your customer.

12. How to defuse potentially stressful situations.

13. How to negotiate.

**EVIDENCE GUIDE**

*For assessment purposes:*

**1. Critical Aspects of Evidence**

You must prove that you have dealt effectively with a series of customer service problems. You must produce evidence that shows you have done this over a period of time with different customers on different occasions.

**Performance Evidence**

Your evidence must include examples of solving problems involving **each** of the following:

- a. problems first identified by customers
- b. problems that you have identified before they affect your customer
- c. problems due to differences between your customers' expectations and what your organisation can offer
- d. problems due to a system or produce failure
- e. problems due to a lack of resources or human error

Your evidence will need to show that you:

- f. have made positive efforts to keep your customers informed at all times while problems are being solved
- g. supplied relevant information tactfully when customers have requested it
- h. supplied relevant information tactfully when customers have not requested it
- i. have used agreed organisational procedures when solving problems
- j. have made exceptions to usual practice with the agreement of others

All options you have considered must be based on the existing products or services offered by your organisation.

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

## 2. Methods of Assessment

Your customers can be internal or external to the organisation or a combination of both. The communication you have with your customer may be written, verbal or in some other form.

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

Occasions when a system or procedure has failed for example, relate to a network failure; computer breakdown; till/credit card machine problems; goods not delivered on time; somebody else has not passed information on.

**Performance Evidence** for this unit could include:

- Witness testimonies from managers or others describing how you have been able to effectively deal with a series of customers' problems over a period of time.
- Observation report by your assessor describing how you were able to sort out a customer's problem by gathering information and offering a range of options.

**Supplementary Evidence** for this unit could include:

- A case history which describes when you noticed that the same problem kept occurring and what action you took.
- A case history which describes how you identified a re-occurring problem and what action you took.
- Case histories which describe how you identified, solved and implemented solutions to internal or external customers' problems.
- A professional discussion with your assessor using examples of problems you have resolved before they could affect customers.

## 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.