

**U13202:****Support customer service improvements**

## Unit Descriptor:

If you have chosen this unit your organisation should be encouraging you to get involved with making changes to improve customer service.

Organisations change the way they deliver service to their customers because customer expectations rise and other organisations improve the services they offer.

Your job involves delivering customer service. If your organisation has decided to make changes it is your job to support them and to present them positively to your customers. Also, by listening to customer comments you may have your own ideas about how the service you deliver could be improved.

In this unit you need to show how you provide support for changes that your organisation has introduced. In addition, you need to present your own ideas for improvements to someone in your organisation who will be able to judge whether your idea has possibilities for change and improvement.

**ELEMENT****PERFORMANCE CRITERIA**

*To be competent you must achieve the following:*

- |   |   |
|---|---|
| 1. Use feedback to identify potential customer service improvements | 1.1 Gather informal <b>feedback</b> from your customers when you deal with them.  |
|   | 1.2 Use agreed customer feedback procedures to obtain information from your customers on their needs and expectations.  |
|   | 1.3 Use the information obtained from your customers to develop a better understanding of their needs and expectations. |
|   | 1.4 Identify ways the service you give your customers could be improved based on the information you have gathered.     |

2. Contribute to the implementation and evaluation of changes in customer service
- 1.5 Discuss your ideas for improving customer service with others and make recommendations.
  - 2.1 Identify possible **changes** that could be made to improve the service you give to your customers.
  - 2.2 Present your idea for improving the service you give to the appropriate authority.
  - 2.3 Carry out agreed changes to customer service systems and procedures.
  - 2.4 Keep your customers informed of changes to customer service.
  - 2.5 Discuss with others how changes to customer service are working.
  - 2.6 Work with others to identify the negative aspects of change and how these can be resolved.
  - 2.7 Work positively with others to support the changes made by your organisation.

**RANGE STATEMENT**

*You must cover the items below:*

**Element 1: Use feedback to identify potential customer service improvements**

**A. Types of feedback:**

- (i) solicited
- (ii) unsolicited

**Element 2: Contribute to the implementation and evaluation of changes in customer service**

**A. Changes:**

- (i) change in the products or services offered by your organisation
- (ii) change in how products or services are supplied
- (iii) changes in the ways in which you and your colleagues behave when delivering products or services

**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 you need for unit 6**

10. How the consumer experience is influenced by the way service is delivered.
11. How customer feedback from customers is obtained.
12. How to work with others to identify and support change in the way service is delivered.

**EVIDENCE GUIDE**

*For assessment purposes:*

**1. Critical Aspects of Evidence**

You must prove that you have worked to support customer service improvement initiatives within your organisation.

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

**Performance Evidence**

You must also show that you:

- a. have supported improvements to customer service over a period of time.
- b. have made positive contributions to improving customer service through both your individual efforts and by working with others

Your evidence is likely to result from two or three changes with which you have been actively involved. In each case you must be able to identify the part you played in:

- c) collecting customer feedback and linking it to change
- d) implementing the change
- e) gathering customer reactions to change

Your evidence will also need to show:

- f) how the changes have improved customer service
- g) how your customers have reacted to the changes

## 2. Methods of Assessment

Your customers can be internal or external to the organisation or a combination of both.

The changes which form the basis of your evidence may be either: changes in the products or services offered by your organisation; or changes in how products or services are supplied; or changes in how you and your colleagues behave when delivering products or services.

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

- Case histories which describe how you have been actively involved in collecting customer feedback.
- Copies of completed questionnaires of other types of customer feedback which you have played an active part in sending out and collecting.

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

- Witness testimonies from managers that provide evidence of how you were able to analyse and report back on the findings of a customer service feedback project.
- Copies of reports you have produced which demonstrate how you were able to draw conclusions and make recommendations based on customer feedback.
- Copies of minutes of meetings which you were involved in where you put forward ideas for improvements in customer service.
- A case history describing how you were involved in evaluating a new change to customer service.

## 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.