

**U13302:****Develop personal performance through delivering customer service**

## Unit Descriptor:

If you have chosen this optional unit it is because you are keen to develop your own personal performance and competence.

This unit is all about how you improve your customer service performance alongside the development of your personal skills.

To do this you will need to plan together with a manager or mentor and then carry out activities which help you learn and develop in your customer service role.

This is an important part of proving that you can deliver effective and excellent customer service. Remember that customer service improvements rely on continuous improvement and this includes improving your skills as well as your product and service knowledge.

**ELEMENT****PERFORMANCE CRITERIA**

*To be competent you must achieve the following:*

- |   |   |
|---|---|
| 1. Review performance in your customer service role | 1.1 Work with an <b>appropriate person</b> to establish what you need to know and be able to do the work effectively in your customer service role. |
|   | 1.2 Identify and review situations from your own satisfactory and unsatisfactory customer service experience.                                       |
|   | 1.3 Review the impact of your own behaviour in customer service situation.  |
|   | 1.4 Carry out a self-assessment of your performance in your customer service role and identify your strengths, weaknesses and development needs.    |

2. Prepare a personal development plan and keep it up to date
  - 2.1 Identify your strengths, weaknesses and development needs with an **appropriate person**.
  - 2.2 Work with an appropriate person to draw up your own development objectives to improve your performance in your customer service role.
  - 2.3 Construct a customer service **personal development plan** to progress towards your personal development objectives.
  - 2.4 Regularly review your progress against your objectives with an appropriate person.
3. Undertake development activities and obtain feedback on your customer service performance
  - 3.1 Complete development activities as identified in your customer service personal development plan.
  - 3.2 Use your day-to-day experiences with your customers to develop your customer service performance.
  - 3.3 Obtain feedback from an **appropriate person** on the achievement of your customer service development objectives.
  - 3.4 Review and update your customer service personal development plan.

**RANGE STATEMENT**

*You must cover the items below:*

**Element 1: Review performance in your customer service role****A. Appropriate person: *(Also in Elements 2 and 3)***

- (i) the person to whom you report
- (ii) assigned colleagues
- (iii) your assessor
- (iv) someone from your training/personnel department

**Element 2: Prepare a personal development plan and keep it up to date****A. Personal development plans should contain:**

- (i) information about the knowledge and skills relevant to your customer service role
- (ii) your own preferences for methods of learning
- (iii) your workload
- (iv) opportunities for learning on the job

**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.
10. Organisational systems and procedures for developing your personal performance in customer service.
11. How your behaviour has an effect on the behaviour of others.

**UNDERPINNING KNOWLEDGE AND SKILLS (continued)****Additional knowledge and understanding you will need for Unit 7**

12. How effective learning depends on a process of planning, doing and reviewing.
13. How to review effectively your personal strengths and development needs.
14. How to put together a personal development plan that will build on your strengths and overcome your weaknesses in areas that are important to customer service.
15. How to access sources of information and support for your learning.
16. How to obtain useful and constructive personal feedback from others.
17. How to respond positively to personal feedback.

**EVIDENCE GUIDE**

*For assessment purposes:*

**1. Critical Aspects of Evidence**

You must prove that you have actively sought feedback from an appropriate person to assess your personal strengths and development needs.

You must prove that you have constructed your personal development plan taking account of:

- a. information about the knowledge and skills relevant to your customer service role
- b. your own preferences for methods of learning
- c. your workload
- d. opportunities for learning on the job

You must prove that you have applied your learning to improve customer service, reviewed the results and used this information to update your personal development plan.

Your personal development plan must be put into writing and confirmed by an appropriate person.

Your evidence must show that you have made reference to the knowledge and understanding requirements when you are constructing your personal development plan.

**2. Methods of Assessment**

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

- Witness testimony from an appropriate person which provides evidence that you have actively sought feedback on your development needs.
- Copy of a self assessment which identifies the strengths and weaknesses of your customer service skills and knowledge.
- Copies of appraisals or reviews which relate to developing your customer service skills.
- Copy of a personal development plan which identifies activities that need to be undertaken to improve your customer service skills.
- A professional discussion with your assessor using examples of how you have been able to improve your customer service skills and update your personal development plan.

**3. Context of Assessment**

You must supply all of the evidence for this unit from your working environment and all of your development activities should take place in the context of your organisation.