

Note: This unit has been taken from the National Occupational Standards developed by the Institute of Customer Service (ICS), the standards setting body for customer service. The format of the unit is different to that used by the Management Standards Centre (MSC) for the units the MSC has developed.

UNIT OVERVIEW

What is the unit about?

Your job involves delivering and organising excellent customer service. However good the service provided, some of your customers will experience problems and you will spot and solve other problems before your customers even know about them.

This unit is all about the part of your job that involves solving immediate customer service problems. It is also about changing systems to avoid repeated customer service problems.

Remember that some customers judge the quality of your customer service by the way that you solve customer service problems. You can impress customers and build customer loyalty by sorting out those problems efficiently and effectively. Sometimes a customer service problem presents an opportunity to impress a customer in a way that would not have been possible if everything had gone smoothly.

Key words and phrases for this unit

- solve problems
- work with others
- keep customers informed
- repeated problems
- choose amongst options
- avoid problems
- inform
- monitor changes
- adjust changes

BEHAVIOURS WHICH UNDERPIN EFFECTIVE PERFORMANCE

When you monitor and solve customer service problems you must consistently:

Element 1 - Solve immediate customer service problems

- 1.1 Respond positively to customer service problems following organisational guidelines.
- 1.2 Solve customer service problems when you have sufficient authority.
- 1.3 Work with others to solve customer service problems.
- 1.4 Keep customers informed of the actions being taken.

- 1.5 Check with customers that they are comfortable with the actions being taken.
- 1.6 Solve problems with service systems and procedures that might affect customers before they become aware of them.
- 1.7 Inform managers and colleagues of the steps taken to solve specific problems.

Element 2 - Identify repeated customer service problems and options for solving them

- 2.1 Identify repeated customer service problems.
- 2.2 Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.
- 2.3 Work with others to select the best option for solving a repeated customer service problem, balancing customer expectations with the needs of your organisation.

Element 3 - Take action to avoid the repetition of customer service problems

- 3.1 Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.
- 3.2 Action your agreed solution.
- 3.3 Keep your customers informed in a positive and clear manner of steps being taken to solve any service problems.
- 3.4 Monitor the changes you have made and adjust them if appropriate.

KNOWLEDGE AND UNDERSTANDING

To be competent at monitoring and solving customer service problems you need to know and understand:

- Organisational procedures and systems for dealing with customer service problems.
- Organisational procedures and systems for identifying repeated customer service problems.
- How the successful resolution of customer service problems contributes to customer loyalty with the external customer and improved working relationships with service partners or internal customers.
- How to negotiate with and reassure customers while their problems are being solved.