

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?

Organisations change the way they deliver service to their customers because customer expectations rise and because other organisations improve the services they offer. Often the most important ideas about how to improve customer service come from people dealing directly with customers.

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.

This unit is all about how you provide support for changes that your organisation has introduced. In addition, it covers how you present your own ideas for improvements to someone in your organisation who can authorise trying out the change.

Key words and phrases for this unit

- communicate changes positively
- customer service improvements
- customer feedback
- collect information
- use feedback
- present possibilities for change
- improve service
- share ideas
- implement changes
- monitor change

BEHAVIOURS WHICH UNDERPIN EFFECTIVE PERFORMANCE

To support customer service improvements you must consistently:

Element 1 - Use feedback to identify potential customer service improvements

You need to show that you:

- 1.1 Gather informal feedback from your customers.
- 1.2 Use customer feedback procedures to collect information from your customers.

- 1.3 Use the information from your customers to develop a better understanding of their customer service experience.
- 1.4 Identify ways the service you give could be improved based on information you have gathered.
- 1.5 Share your ideas for improving customer service with colleagues.

Element 2 - Implement changes in customer service

- 2.1 Identify a possible change that could be made to improve customer service.
- 2.2 Present your idea for improving customer service to a colleague with the appropriate authority to approve the change.
- 2.3 Carry out changes to customer service procedures based on your own idea or proposed by your organisation.
- 2.4 Keep your customers informed of changes to customer service.
- 2.5 Give customers a positive impression of changes that have been made.
- 2.6 Work positively with others to support customer service changes.

Element 3 - Assist with the evaluation of changes in customer service

- 3.1 Discuss with others how changes to customer service are working.
- 3.2 Work with others to identify any negative effects of changes and how these can be avoided.

KNOWLEDGE AND UNDERSTANDING

To be competent at supporting customer service improvements you need to know and understand:

- How customer experience is influenced by the way service is delivered.
- How customer feedback is obtained.
- How to work with others to identify and support change in the way service is delivered.
- Why it is important to give a positive impression to your customer about the changes made by your organisation even if you disagree with them.