

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

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.

NB: This is unit 5 from the Customer Service National Occupational Standards at level 2.

ELEMENT 1: USE FEEDBACK TO IDENTIFY POTENTIAL CUSTOMER SERVICE IMPROVEMENTS

You need to show that you:

- 1.1 gather informal feedback 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;
- 1.5 discuss your ideas for improving customer service with others.

ELEMENT 2: CONTRIBUTE TO THE IMPLEMENTATION OF CHANGES IN CUSTOMER SERVICE

You need to show that you:

- 2.1 identify a possible change 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 changes to customer service systems or procedures either based on your own idea or proposed by your organisation;
- 2.4 keep your customers informed of changes to customer service in accordance with organisational guidelines;
- 2.5 work positively with others to support the changes made by your organisation.

ELEMENT 3: ASSIST WITH THE EVALUATION OF CHANGES IN CUSTOMER SERVICE

You need to show that you:

- 3.1 discuss with others how changes to customer service are working;
- 3.2 work with others to identify the negative aspects of changes and how these can be resolved.

KNOWLEDGE AND UNDERSTANDING

You will have an awareness of the basic legal and organisational responsibilities you need to apply when you are dealing with your customers.

You will need to show in your evidence that you have worked within the rules and regulations of your organisation and, where your knowledge of these is limited, you will need to show that you have gone to others for help or advice.

The rules and procedures you need to apply will depend on the industry and organisation you are working in. How much you need to know and understand will depend on your job role and your position in your organisation. You may need to ask somebody in your organisation or your assessor what these rules and regulations are and how they apply to your current job, or you may already know. In addition you will need to demonstrate that you know and understand:

- 1 what your customers' rights are and how these rights limit what you are able to do for your customer;
- 2 the specific aspects of:
 - health and safety
 - data protection
 - equal opportunities
 - disability discrimination
 - legislation and regulationsthat affect the way the products or services you deal with can be delivered to your customers;

- 3 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 any contractual agreements that your customers have with your organisation;
- 5 the products or services of your organisation relevant to your customer service role;
- 6 the guidelines laid down by your organisation that limit what you can do within your job;
- 7 the limits of your own authority and when you need to seek agreement with or permission from others;
- 8 any organisational targets relevant to your job, your role in meeting them and the implications for your organisation if those targets are not met;
- 9 how to communicate in a clear, polite, confident way and why this is important.

You will also need to show that you know and understand:

- 10 how the customer 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 REQUIREMENTS

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

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

You must also show that you:

- have supported improvements to customer service over a period of time;
- 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:

- collecting customer feedback and linking it to change;
- implementing the change;
- gathering customer reactions to change.

Your evidence will also need to show:

- how the changes have improved customer service;
- how your customers have reacted to the changes.

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.

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