

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

When you are working with your customers you are not working alone. Behind or alongside you there are others involved in the process who impact on how well you can deliver your products or services. These individuals may be from within your organisation or from the outside.

They may be:

- team members
- colleagues
- suppliers
- supervisors/managers/team leaders
- service partners
- manufacturers
- individuals from other departments
- individuals from other sites/regions/countries
- individuals from other organisations

The delivery of excellent customer service depends on your skills and those of others. It involves communicating with others and agreeing how you can work together to give a more effective service. To achieve this unit you must show that you have worked positively with others. You must also show how you have monitored your joint performance and changed the way you do things to improve customer service.

This unit is all about how you develop a relationship with others to improve your customer service performance.

NB: This is unit 3 from the Customer Service National Occupational Standards at level 3.

ELEMENT 1: WORK WITH OTHERS TO FOLLOW PLANS FOR IMPROVING CUSTOMER SERVICE

You need to show that you:

- 1.1 contribute constructive ideas to plans for improving customer service;
- 1.2 identify what you have to do to follow plans to improve customer service and confirm this with others;
- 1.3 co-operate with others to follow plans to improve customer service;
- 1.4 keep your commitments made to others;
- 1.5 keep others advised of situations that may affect plans to improve customer service.

ELEMENT 2: MONITOR YOUR OWN PERFORMANCE AGAINST PLANS TO IMPROVE CUSTOMER SERVICE

You need to show that you:

- 2.1 discuss with others how what you do affects their customer service performance;
- 2.2 identify how the way you work with others contributes towards meeting plans to improve customer service;
- 2.3 continuously review your own performance with others against plans to improve customer service.

ELEMENT 3: MONITOR JOINT PERFORMANCE AGAINST PLANS TO IMPROVE CUSTOMER SERVICE

You need to show that you:

- 3.1 discuss with others joint performance measured against aims to improve customer service;
- 3.2 identify with others how joint efforts to follow plans and achieve aims could be improved;
- 3.3 take action with others to improve joint customer service performance;
- 3.4 identify how the way you work with others improved customer service for your organisation and for your customers.

KNOWLEDGE AND UNDERSTANDING

You will have a full appreciation of the legal and organisational responsibilities relevant to your job role. You will need to show in your evidence that you have worked within the rules and regulations of your organisation and have applied high levels of knowledge and understanding when dealing with your customers.

You will also need to show that you are aware of the position of your organisation in the wider context. You will be expected to show that you are aware of:

- a major competitors of your organisation;
- b the effects of legislation on the performance of your organisation;
- c the implications of a change of structure, products or services for your organisation;
- d the implications of other market place activities on your organisation.

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 regulations

that 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 who else is involved either directly or indirectly with your ability to offer your organisation's products or services;
- 11 the roles and responsibilities of others in your organisation;
- 12 the roles of others outside your organisation who have an impact on the products or services you provide;
- 13 what the goals or targets of your organisation are in relation to customer service and how these are set.

Achieving results

Work with others to improve customer service

F8

EVIDENCE REQUIREMENTS

Simulation is not allowed for any performance evidence within this unit. You must supply all the evidence for this unit from work you have carried out with others in your workplace.

The customers you are improving service for can be internal or external to the organisation or a combination of both.

You must prove that you have improved customer service through working with others who may be internal or external to your organisation.

To complete this unit you must include evidence of agreeing customer service roles and responsibilities which:

- are part of your own job;
- have been agreed with others as part of their job.

The work you carry out must show that you have worked with at least two individuals from the following list:

- team members
- colleagues
- suppliers
- supervisors/managers/team leaders
- service partners
- manufacturers
- individuals from other departments
- individuals from other sites/regions/countries
- individuals from other organisations

Working with others may involve either meetings or exchanges of information from a distance.

You must show how:

- your contribution matters to others and how it affects customer service;
- others' contributions matter to you and how they affect customer service.

Your evidence must show that you have applied all the knowledge and understanding requirements when you are working towards customer service improvements with others.