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| Title: | | **Understanding customer service standards and requirements** | | |
| Level: | | **3** | | |
| Credit value: | | **2** | | |
| Unit guided learning hours | | **7** | | |
| Learning outcomes (the learner will) | | | Assessment criteria (the learner can) | |
| 1. Understand the legal and organisational requirement for managing customer service | | | 1.1  1.2  1.3 | Describe the main legal rights of customers  Describe an organisation’s commitments to customers  Describe the manager’s responsibilities in relation to customer service |
| 1. Understand customer service standards | | | 2.1  2.2 | Describe the purpose of customer service standards  Explain how customer service standards and procedures are used to meet customer needs |
| 1. Know how to monitor customer service performance | | | 3.1  3.2 | Explain how an organisation monitors customer service against the standards set  Explain how feedback on customer satisfaction can be used to improve performance in customer service |
| **Additional information about the unit** | | |  | |
| Unit purpose and aim(s) | | | To develop knowledge and understanding of meeting customer service standards as required by a practising or potential first line manager. | |
| Details of the relationship between the unit and relevant national occupational standards or professional standards or curricula (if appropriate) | | | Links to Management & Leadership 2008 NOS: F5, F6, F7, F8 | |
| Assessment requirements or guidance specified by a sector or regulatory body (if appropriate) | | |  | |
| Support for the unit from a sector skills council or other appropriate body (if required) | | | Council for Administration (CfA) | |
| Equivalencies agreed for the unit (if required) | | |  | |
| Location of the unit within the subject/sector classification system | | | 15.3 – Business Management | |
| **Additional Guidance about the Unit** | | | | |
| **Indicative Content:** | | | | |
| 1 | * The legal rights of customers (law of contract, sale of goods and services, trade descriptions, etc) * Organisational commitments to customers (contract terms, warranties and guarantees, service standards etc) * Methods of identifying customer requirements and expectations * Standards and benchmarks * Manager’s responsibilities and authority in relation to customer service | | | |
| 2 | * How to identify the internal customer chain, external customers, and potential customers * Methods of establishing relevant customer care standards and procedures * Methods to establish and maintain effective relationships with customers at all stages | | | |
| 3 | * Techniques for identifying customer needs * Use of appropriate planning and quality systems to monitor and fulfil customer care standards | | | |