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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
 | 1.11.21.3 | Describe the main legal rights of customersDescribe an organisation’s commitments to customersDescribe the manager’s responsibilities in relation to customer service |
| 1. Understand customer service standards
 | 2.12.2 | 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
 | 3.13.2 | Explain how an organisation monitors customer service against the standards setExplain 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
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| 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
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| 3 | * Techniques for identifying customer needs
* Use of appropriate planning and quality systems to monitor and fulfil customer care standards
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