**CS 7 - Deliver customer service**

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| **Learning Outcome** | **Assessment Criteria** | **Guidelines and range**  **The candidate provides evidence that they understand:** |
| 1. Understand  customer service delivery | * 1. Explain the relationship   between customers’ needs and expectations and customer satisfaction | Needs  What the customer must have/requires.  Expectations  What the customer thinks they should experience or get.  Satisfaction  When an organisation meets or surpasses a customer’s expectations.  Features and benefits  Feature – what a product or service does.  Benefit – how the features meet the customer needs.  Balancing promises  Deciding when the promises can be met by the organisation and when it is not viable for the organisation to do what the customer wants either financially or practically. |
| * 1. Describe the features and   benefits of an organisation’s products and/or services |
| * 1. Explain the importance of   treating customers as individuals |
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| * 1. Explain the importance   balancing promises made to customers with the needs of an organization |
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| * 1. Explain when and to whom to   escalate problems |
| * 1. Describe methods of   measuring their own effectiveness in the delivery of customer service |
| Evidence may be supplied by   * Professional discussion, questioning, reflective account, marketing materials | | |
| 2. Understand the relationship between customer service and a brand | * 1. Explain the importance of   brand to an organization | Brand  A brand is the way in which an organisation’s products, services are identified.  Service offer  A service offer is what the organisation says it will offer its customers and is therefore what the customer comes to expect. A service offer covers e.g. the refund policy, its delivery times and the service it will offer.  Brand promise  Branding is the way a product or service is recognised and is the promise made by the organisation to its customer. When a customer sees a particular brand they trust it assists them when making buying decisions as they know what to expect. If they don’t recognise the brand they will have no clear expectations of the product or service and will almost be taking a risk on any purchase or usage. |
| 2.2 Explain how a brand affects an organisation’s customer service |
| 2.3 Explain the importance of using customer service language that supports a brand promise |
| 2.4 Identify their own role in ensuring that a brand promise is delivered |
| Evidence may be supplied by   * Professional discussion, questioning, reflective account, marketing materials, brand | | |
| 3. Be able to prepare to deal with customers | 3.1 Keep up to date with an organisation’s products and/or services | Resources can be e.g.:   * Marketing materials * Manuals\* * Documentation\* * Schedules/rotas/daily plan * Customer records\* * Any monetary requirements. |
| 3.2 Prepare resources that are necessary to deal with customers before starting work |
| Evidence may be supplied by:   * Observation, witness testimony, customer records\*, professional discussion, questioning, reflective account, knowledge base content.\*, service offer\*, marketing materials, manuals\*, documentation\* , schedules/rotas/daily plan, legislative requirements and organisational ethical policies\* | | |
| 4. Be able to provide customer service | 4.1 Maintain organisational standards of presentation and behaviour when providing customer service | Presentation and behavior:   * Personal presentation/dress/uniform * Presentation of work area * Attitude * Tone of voice * Body language.   Organisational guidelines:   * Organisational policies/procedures * Work instructions * Scripts.   Organisational policies and procedures which relate to:   * Roles and responsibilities showing limits of authority * Service offer * Handling of customer issues.   Legal requirements:   * Sale of Goods Act (Sale and Supply of Goods to Consumers Regulations) * Trade Descriptions Act * Data Protection Act * Equality Act   Ethical requirements:   * Organisational principles * Values * Fairness. |
| 4.2 Adapt their own behaviour to meet customers’ needs or expectations |
| 4.3 Respond to customers’ requests in line with organisational guidelines |
| 4.4 Inform customers of the progress of their requests |
| 4.5 Confirm that customers’ expectations have been met in line with the service offer |
| 4.6 Adhere to organisational policies and procedures, legal and ethical requirements when providing customer service |
| Evidence may be supplied by:   * Observation, witness testimony, customer records\*, professional discussion, questioning, reflective account, service offer\*, work instructions/scripts\*, organisational policies and procedures, legislative requirements and organisational ethical policies\* | | |
| 5. Be able to support improvements to customer service delivery | 5.1 Identify ways that customer service could be improved for an organisation and individuals | Improvements  Here the candidate does not need to put improvements in place but make suggestions and then share these ideas and related information. |
| 5.2 Share information and ideas with colleagues and/or service partners to support the improvement of service delivery |  |
| Evidence may be supplied by:   * Observation, witness testimony, customer records\*, professional discussion, questioning, reflective account, service offer\*, organisational policies and procedures, legal requirements and ethical policies\* | | |

Note:

This unit is about delivering customer service on a daily basis.

Here the candidate will require to be observed over time preparing for and then dealing with a variety of customers. Witness testimonies can be added if necessary. \*Internal/organisational documentation need not be held in the candidate’s portfolio but held in the workplace with reference made to where it can be found and its relevance to the criteria.

*While the candidate can provide a copy of the organisational policies and of the organisational ethical policy/requirements (or refer to them), this on its own is not sufficient. The candidate will require to demonstrate their application and be able to discuss them, showing understanding of how they are applied. This also applies to legal requirements.*