

Unit Title: **Delivery of Effective Customer Service**

Unit Credit Value:	6
Unit Level:	Two
Unit Guided Learning Hours:	50
Ofqual Unit Reference Number:	T/505/0932
Unit Review Date:	31/12/2016
Unit Sector:	15.2 Administration

Unit Summary

The aim of this unit is to provide learners with the knowledge of the principles of effective customer service. Learners will learn how to recognise customers' needs and how to respond to customer problems or complaints. This unit also covers the need for effective teamwork and interpersonal skills in the customer service environment as well as some of the legislation that supports the customer service process.

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Unit Information

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

This unit has 5 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the principles of customer service	1.1. Identify the purpose of customer service 1.2. Describe how customer service affects the success of the organisation 1.3. Describe the different types of customers of an organisation 1.4. Identify the range of customer needs 1.5. Identify the customer service information which may be retained 1.6. Identify the difference between providing a product and providing a service 1.7. Describe what is meant by an after-sales service 1.8. Describe what is meant by a Unique Selling Point (USP) and a Unique Service Offer (USO) 1.9. Identify the methods a customer service deliverer can use to keep product and service knowledge up-to-date 1.10. Describe how an organisation can promote its products and/or services

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
2. Understand how customer needs and expectations are formed	2.1. Describe the purpose of an organisation's service offer 2.2. Describe how customer expectations are formed 2.3. Describe the relationship between customer satisfaction and customer expectations 2.4. Describe how customer needs can be identified 2.5. Identify the methods of obtaining customer feedback 2.6. Describe how an organisation can maintain customer loyalty 2.7. Identify why it is important to ensure effective customer relationships are maintained 2.8. Describe why it is important for a customer to be able to identify a 'brand'
3. Understand the principles of responding to customers' problems or complaints	3.1. Identify common causes of customer problems and complaints 3.2. Identify different methods of communication 3.3. Describe the importance of adapting methods of communication and behaviour to meet the individual needs of customers 3.4. Explain how the non-verbal communication of the service deliverer can affect the behaviour of the customer 3.5. Describe how personal presentation, approach and attitude will influence the perception of the service delivered

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
4. Understand the interpersonal and team working skills required in the customer service environment	4.1. Describe the skills required for effective team working 4.2. Describe how to maintain effective working relationships within a team 4.3. Describe the range of inter-personal skills required for effective customer service
5. Understand the legislation which supports the customer service process	5.1. Identify the key aspects of the legislation relating to consumer law 5.2. Identify the main principles of equal opportunities legislation in relation to providing customer service 5.3. Identify the responsibilities of the employer and employee under the Health and Safety at Work Act 5.4. Describe why it is important to respect customer and organisation confidentiality 5.5. Identify the main principles of the Data Protection Act 5.6. Identify how a code of practice or ethical standards can impact upon the activities of a service deliverer

Assessment Guidance

Learning Outcome 1

1.1 Purpose of customer service: for example to provide support to the customer with their enquiries to ensure that customer needs are met etc.

1.2 How customer service affects the success of the organisation: for example increase sales and profit.

1.3 Different types of customers: for example internal customer, other departments or teams (colleague, supervisor, central/head office staff, sub-contractor); external customer (buyers/users of the service or product) etc.

1.4 Customer needs: for example communication methods to meet individual needs (telephone, email, text, social networking, letter, Braille, large text, audio).

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1.5 Customer service information: for example financial records and history; customer feedback/complaints etc.

1.6 Difference between providing a product and providing a service: for example products are tangible (have physical attributes that can be seen and touched); service is intangible (cannot be owned) etc.

1.7 After-sales service: for example helplines to support inbound enquiries.

1.8 Unique Selling Point (USP): for example price, quality, value for money etc.

1.8 Unique Service Offer (USO): for example 24-hour helpline.

1.9 Methods: for example product information documents, company websites etc.

1.10 Promote: to consider for example using television; radio; websites; social media etc.

Learning Outcome 2

2.1 Purpose: for example to provide a statement about the level of standard that the customer can expect.

2.2 How customer expectations are formed: for example advertisements, promotions etc.

2.3 Relationship between customer satisfaction and customer expectations: to consider for example cause and effect (customer expectation is the cause and customer satisfaction is the effect/result).

2.4 How customer needs can be identified: for example obtaining customer feedback.

2.5 Methods: for example formally (questionnaires, surveys); informally – feedback from customers (verbal or written) etc.

2.6 Maintain customer loyalty: for example long-term loyalty schemes, periodic offers announced (daily, weekly, fortnightly) etc.

2.7 Why it is important to ensure effective customer relationships are maintained: for example repeat customers. .

2.8 Why it is important for a customer to be able to identify a 'brand': for example instant recognition to an image.

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Learning Outcome 3

3.1 Common causes: for example poor product, poor quality, late or non-arrival of delivery or service personnel etc.

3.2 Different methods of communication: for example verbal (one-to-one), non-verbal (email) etc.

3.3 Importance of adapting methods of communication and behaviour: to consider for example different age groups.

3.4 Affect: for example gestures of listening such as nodding your head can gain customer trust etc.

3.5 Personal presentation: for example a perception of high standards.

3.5 Approach: for example a positive impression that the problem or complaint will be well handled

3.5 Attitude: for example displaying a willingness to help gives a perception of trust and confidence.

Learning Outcome 4

4.1 Skills required for effective team working: for example communication, commitment, decision-making etc.

4.2 How to maintain effective working relationships within a team: for example effective communication, sharing workloads etc.

4.3 Inter-personal skills: for example effective oral and written communication skills, problem-solving etc.

Learning Outcome 5

5.1 Key aspects of the legislation: for example Sale of Goods Act, Distance Selling Regulations, Trade Descriptions Act, Consumer Protection Act etc.

5.2 Main principles of equal opportunities legislation: for example how the Equality Act protects people from discrimination in the workplace and in wider society.

5.3 Health and Safety at Work Act: to include for example the responsibilities of employers or occupiers to anyone on their premises.

5.4 Important to respect customer and organisation confidentiality: for example legal requirement, can lose customers to competitors, can damage the organisation's reputation etc.

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5.5 Main principles of the Data Protection Act: to include for example data is processed fairly and lawfully, data is securely kept etc.

5.6 How a code of practice or ethical standards can impact: for example provide advice on how to resolve customer complaints and grievance.

Delivery

Learners should be encouraged to engage with customers, employers and where possible, other employees, to further enhance their knowledge and understanding of customer service delivery.

Perspectives on the delivery of customer service should be gained through engaging with customers, employers and employees, rather than through a purely theoretical context, is key. This should be made possible by learners serving customers and working with other customer service deliverers, where possible, and through the use of guest speakers and visual based training programmes.

This unit could be delivered through distance learning, however, this will involve additional and different considerations, such as planning and other measures to ensure the learners can gain required knowledge and understanding.

Resources

Books

Carlaw P and Deming VK – **The Big Book of Customer Service Training Games** (McGraw Hill, 2007)

Leland K and Bailey K – **Customer Service for Dummies** (John Wiley & Sons, 2006)

Timm PR – **Customer Service: Career Success Through Customer Loyalty** (Prentice Hall, 2010)

Journal

Customerfirst (Institute of Customer Service)

Websites

www.skillsca.org Skills Council for Administration

www.instituteofcustomerservice.com Institute of Customer Service