

## Unit CU826 Support Customer Service Improvements

### Aims

Organisations change the way they deliver service to their customers because customer expectations rise and because other organisations improve the services they offer. Often the most important ideas about how to improve customer service come from people dealing directly with customers. The learner's job involves delivering customer service. If the organisation has decided to make changes, it is the learner's job to support them and to present them positively to customers. Also, by listening to customer comments the learner may have their own ideas about how the service they deliver could be improved. This unit is about how the learner provides support for changes that their organisation has introduced. In addition, it covers how the learner presents their own ideas for improvements to someone in their organisation who can authorise trying out the change.

Level: 2

Credit value: 5

Learning outcomes <i>The learner will:</i>	Assessment criteria <i>The learner can:</i>
1. Use feedback to identify potential customer service improvements	1.1 Gather informal feedback from their customers 1.2 Use their organisation's procedures to collect feedback from their customers 1.3 Use the information from their customers to develop a better understanding of their customer service experience 1.4 Identify ways the service they give could be improved based on information they have gathered 1.5 Share their ideas for improving customer service with colleagues
2. Implement changes in customer service	2.1 Identify a possible change that could be made to improve customer service 2.2 Present their idea for improving customer service to a colleague with the appropriate authority to approve the change 2.3 Carry out changes to customer service procedures based on their own idea or proposed by their organisation 2.4 Keep their customers informed of changes to customer service

	<p>2.5 Give customers a positive impression of changes that have been made</p> <p>2.6 Work positively with others to support customer service changes</p>
<p>3. Assist with the evaluation of changes in customer service</p>	<p>3.1 Discuss with others how changes to customer service are working</p> <p>3.2 Work with others to identify any negative effects of changes and how these can be avoided</p>
<p>4. Know how to support customer service improvements</p>	<p>4.1 Explain how customer experience is influenced by the way service is delivered</p> <p>4.2 Identify how customer feedback is obtained</p> <p>4.3 Explain how to work with others to identify and support change in the way service is delivered</p> <p>4.4 Describe why it is important to give a positive impression to their customer about the changes made by the organisation even if the learner disagrees with them</p>

## Evidence Requirements

1. Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this Unit. (*Guidelines for a Realistic Working Environment can be found in the Assessment Strategy for Customer Service S/NVQs at Levels 1,2,3 and 4 – February 2010*)
2. You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
4. You must provide evidence that you have:
  - a contributed to improving customer service through your own efforts
  - b contributed to improving customer service by working with others.
5. Your evidence must cover two changes with which you have been actively involved. In each case you must be able to identify the part you played in;
  - a linking customer feedback with the reasons for the change
  - b implementing the change
  - c gathering customer reactions to the change.
6. Your evidence for each change must show how:
  - a the change has improved customer service
  - b your customers have reacted to the change.
7. Each change that is part of your evidence must be significant enough for a regular customer to notice that the services or products you are delivering are different or that the way you and your colleagues deliver the services or products is different.