

Unit CU835 Lead a Team to Improve Customer Service

Aims

If the learner is responsible for leading a team delivering customer service, they need to plan and organise the team's work and support team members as they develop their performance. This unit is about looking at both the learner's organisation and their staffing resources and bringing these together in a constructive way to improve overall customer service. The learner will need to give support and guidance to their team to encourage them to improve their customer service delivery. It is about having a passion for customer service and sharing this enthusiasm with their colleagues and staff team. It is about leading by example.

Level: 3

Credit value: 7

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Plan and organise the work of a team	<ul style="list-style-type: none">1.1 Treat team members with respect at all times1.2 Agree with team members their role in delivering effective customer service1.3 Involve team members in planning and organising their customer service work1.4 Allocate work which takes full account of team members' customer service skills and the objectives of the organisation1.5 Motivate team members to work together to raise their customer service performance
2. Provide support for team members	<ul style="list-style-type: none">2.1 Check that team members understand what they have to do to improve their work with customers and why that is important2.2 Check with team members what support they feel they may need throughout this process2.3 Provide team members with support and direction when they need help2.4 Encourage team members to work together to improve customer service

3. Review performance of team members	3.1 Provide sensitive feedback to team members about their customer service performance 3.2 Encourage team members to discuss their customer service performance 3.3 Discuss sensitively with team members action they need to take to continue to improve their customer service performance
4. Understand how to lead a team to improve customer service	4.1 Describe the roles and responsibilities of their team members and where the team members fit in the overall structure of the organisation 4.2 Explain how team and individual performance can affect the achievement of organisational objectives 4.3 Explain the implications of failure to improve customer service for their team members and their organisation 4.4 Describe how to plan work activities 4.5 Explain how to present plans to others to gain understanding and commitment 4.6 Explain how to facilitate meetings to encourage frank and open discussion 4.7 Explain how to involve and motivate staff to encourage teamwork 4.8 Describe how to recognise and deal sensitively with issues of underperformance

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. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any performance evidence within this Unit.
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 you have line management or supervisory responsibility for the team members used in your evidence.
5. You must show that you have taken into account the organisational constraints of:
 - a time
 - b human resources
 - c physical resources
 - d financial resources.
6. You must also show that you have taken into account the team or individual constraints of:
 - a existing workloads
 - b individual capabilities and sensitivities
 - c initiatives and objectives currently being undertaken by the organisation
 - d influences operating on the team from outside.
7. Your evidence must provide evidence that you have taken time with each team member to:
 - a plan and organise their work
 - b provide support and guidance
 - c give and seek feedback on performance.
8. The feedback you provide to team members may be
 - a formal or informal
 - b verbal or in writing.