

Unit CU815 Resolve Customer Service Problems

Aims

This unit is about what to do when it is difficult to meet customer expectations. Even if the service the learner gives is excellent, some customers experience problems. Part of the learner's job is to help to resolve those problems. There is likely to be a problem if customer expectations are not met. This may be because the customer's expectations involve more than the learner can offer or because service procedures have not been followed. Some problems are reported by customers and sometimes the learner will spot the problem first and resolve it before their customer has even noticed. As soon as the learner is aware of a problem, they need to consider the options and then choose a way to put it right. This unit is particularly important in customer service because many customers judge how good the customer service of the organisation is by the way problems are handled.

Level: 2

Credit value: 6

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Spot customer service problems	1.1 Listen carefully to customers about any problem they have raised 1.2 Ask customers about the problem to check their understanding 1.3 Recognise repeated problems and alert the appropriate authority 1.4 Share customer feedback with others to identify potential problems before they happen 1.5 Identify problems with systems and procedures before they begin to affect customers
2. Pick the best solution to resolve customer service problems	2.1 Identify the options for resolving a customer service problem 2.2 Work with others to identify and confirm the options to resolve a customer service problem 2.3 Work out the advantages and disadvantages of each option for their customer and the organisation 2.4 Pick the best option for their customer and the organisation 2.5 Identify for their customer other ways that problems may be resolved if they are unable to help

<p>3. Take action to resolve customer service problems</p>	<p>3.1 Discuss and agree the options for solving the problem with their customer</p> <p>3.2 Take action to implement the option agreed with their customer</p> <p>3.3 Work with others and their customer to make sure that any promises related to solving the problem are kept</p> <p>3.4 Keep their customer fully informed about what is happening to resolve the problem</p> <p>3.5 Check with their customer to make sure the problem has been resolved to the customer's satisfaction</p> <p>3.6 Give clear reasons to their customer when the problem has not been resolved to the customer's satisfaction</p>
<p>4. Know how to resolve customer service problems</p>	<p>4.1 Describe organisational procedures and systems for dealing with customer service problems</p> <p>4.2 Explain how to defuse potentially stressful situations</p> <p>4.3 Describe how to negotiate</p> <p>4.4 Identify the limitations of what they can offer their customer</p> <p>4.5 Describe types of action that may make a customer problem worse and should be avoided</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. Your evidence must include examples of resolving problems involving each of the following:
 - a a problem first identified by customers
 - b a problem identified within the organisation before it has affected your customer
 - c a problem caused by differences between your customer's expectations and what your organisation can offer
 - d a problem caused by a system or procedure failure
 - e a problem caused by a lack of resources or human error.
5. You must provide evidence that you:
 - a supplied relevant information when customers have requested it
 - b supplied relevant information when customers have not requested it
 - c have used agreed organisational procedures when solving problems
 - d have made exceptions to usual practice with the agreement of others.