Unit CU817 Apply Risk Assessment to Customer Service

Aims

The learner's job involves delivering and organising excellent customer service. However good the service provided, some of their customers will experience problems and the learner will spot and solve other problems before their customers even know about them. This Unit is about the part of their job that involves solving immediate customer service problems. It is also about changing systems to avoid repeated customer service problems. Remember that some customers judge the quality of their customer service by the way that the learner solves customer service problems. The learner can impress customers and build customer loyalty by sorting out those problems efficiently and effectively. Sometimes a customer service problem presents an opportunity to impress a customer in a way that would not have been possible if everything had gone smoothly.

Level: 3

Credit value: 10

Learning outcomes	Assessment criteria
The learner will:	*The learner can:*
1. Analyse customer service processes for risk	1.1 Explain their organisation's customer service process and identify the moments of truth (those points in the customer service process that have most impact on the customer experience)
	1.2 Identify the financial risks for each stage of the customer service process
	1.3 Identify the reputational risks for each stage of the customer service process
	1.4 Identify the health and safety risks for each stage of the customer service process
	1.5 Identify the risk of delivering sub-standard services or products for each stage of the customer service process
	1.6 Ensure that your customers are aware of any risks that might impact on them
	1.7 Develop staff awareness of the risks they have identified

2.	Assess customer service risks and take appropriate actions	2.1	Assess the probabilities of each risk that they have identified
		2.2	Assess the consequence of each risk in terms of finance, reputation and health and safety
		2.3	Classify each risk as high, medium or low taking into account its probability and consequences
		2.4	Work with colleagues to identify any actions that might be taken to reduce risk
		2.5	Take appropriate actions to minimise the overall customer service risk profile by adapting procedures
3.	Understand how to apply risk assessment to customer service	3.1	Describe risk assessment techniques
		3.2	Explain how to evaluate risk according to probability of occurrence and consequences of occurrence
		3.3	Evaluate the nature of potential customer service risks including financial, reputational and health and safety risks
		3.4	Explain cost/benefit analysis
		3.5	Define SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis

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. The procedures you follow for risk assessment may be formal or informal and may or may not be written.

5. You must provide evidence that you have identified risks in your own area of responsibility:

   a   through your everyday work
   b   actively carrying out a risk assessment
   c   through discussion with colleagues.

6. Your evidence must show that when carrying out a risk assessment you have:

   a   listed each risk
   b   identified the consequences of each risk
   c   estimated the probability of each risk occurring
   d   made a judgement about any action that is justified taking into account the consequences and probability of each risk.

7. You must provide evidence that you have worked with two of these groups of people to identify possible actions for managing risk:

   a   team members or colleagues
   b   suppliers or service partners
   c   supervisors, team leaders or managers.

8. Your evidence must show that you have carried out risk assessments that have caused you to:

   a   take action to manage the risk
   b   decide that the level of risk is tolerable and take no action.