

Unit CU820 Build a Customer Service Knowledge Set

Aims

Effective and improving customer service may make use of a customer service knowledge set. This information base is built up continuously as the organisation learns from interaction with its customers. A knowledge set may contain a wide variety of information about customers and their transactions with the organisation. It will, in any case, rely on the actions of the learner and their colleagues in direct contact with customers to build and grow as a useful customer service tool. This unit is all about actions the learner takes to add to the information set and how they use it to develop the way they deal with customer transactions. This unit is for a learner only if their organisation has a systematic and technology supported approach to building a customer information set.

Level: 3

Credit value: 7

Learning outcomes The learner will:	Assessment criteria The learner can:
<p>1. Input details of customer queries and requests and develop responses</p>	<p>1.1 Identify through active listening customer queries and comments for inclusion in the knowledge set</p> <p>1.2 Classify information collected through customer contact for inclusion in the knowledge set</p> <p>1.3 Identify questions frequently asked by customers</p> <p>1.4 Identify the broad customer service messages of their organisation's answers to frequently asked questions</p> <p>1.5 Work with colleagues to develop responses to customer queries and requests</p> <p>1.6 Contribute ideas and responses to the customer knowledge set which build on key organisational customer service messages</p> <p>1.7 Check the effects of possible responses included in the knowledge set with customers</p> <p>1.8 Monitor the customer service knowledge set to identify trends and patterns</p>

<p>2. Use a customer service knowledge base</p>	<p>2.1 Access information from the customer service knowledge set using specific search criteria</p> <p>2.2 Browse the customer service knowledge set to research a topic of interest or project area</p> <p>2.3 Use the customer service knowledge set to inform the introduction of a new product or service variation</p> <p>2.4 Use the customer service knowledge set to respond to a specific customer request or query</p> <p>2.5 Assist a colleague to locate specific information in the customer service knowledge set</p> <p>2.6 Add to the customer service knowledge set as a result of dealing with a customer request or query</p>
<p>3. Understand how to build a customer service knowledge set</p>	<p>3.1 Explain the structure and content of their organisation's customer service information set</p> <p>3.2 Describe how to input and update routines for adding to the customer service knowledge set</p> <p>3.3 Identify ways that information in a customer service knowledge set can be classified</p> <p>3.4 Identify questions frequently asked by customers of their organisation</p> <p>3.5 Explain the importance of working with colleagues to develop responses to customer requests and queries</p> <p>3.6 Describe their organisation's key messages in relation to the services or products they are delivering</p> <p>3.7 Identify ways to interpret information in a customer service knowledge set</p> <p>3.8 Describe techniques for assisting a colleague to locate information in a customer service knowledge set</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. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any 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.

There are no additional evidence requirements other than those expressed within the Unit.