

Unit CU821 Deliver Customer Service Using Service Partnerships

Aims

Excellent customer service relies on teamwork. In many situations, successful delivery of service to end user customers relies on a complete service chain of internal or external customers and internal or external suppliers. For this to work, a series of service partnerships must be formed which will enable the chain to work efficiently and effectively. This unit is all about how to work effectively within a service chain and how to develop the links that cement key relationships. Effective communication and understanding of the roles of different organisations, departments and individuals are central to this area of the learner's work.

Level: 3

Credit value: 6

| Learning outcomes The learner will: | Assessment criteria The learner can: |
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| 1. Work effectively within a customer service chain | 1.1 Explain who is involved in the service chain that supplies their end user customers 1.2 Identify which of those involved in their service chain is internal and which is external to their organisation 1.3 Explain how the way they work with individual service partners contributes to an overall service chain 1.4 Use the principles and practices applied to external customers to deliver excellent customer service to internal customers 1.5 Work with internal customers and internal or external suppliers in the service chain to improve service to external customers 1.6 Communicate effectively with internal customers to ensure that those customers are aware of any aspects of their work that might affect them |

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| <p>2. Build and nurture positive relationships in a customer service chain</p> | <p>2.1 Create a positive relationship between internal or external suppliers and customers by establishing rapport and showing understanding of everyone's roles in the service chain</p> <p>2.2 Identify where power and authority exist within the service chain</p> <p>2.3 Negotiate with internal customers and internal or external suppliers to establish service procedures that are acceptable to all and contribute to excellent customer service</p> <p>2.4 Develop positive relationships with an internal customer or supplier that are reflected in a formal or informal service level agreement that makes a positive contribution to the relationship</p> <p>2.5 Work with colleagues to develop and maintain awareness that a team within a service chain cannot work in isolation</p> <p>2.6 Agree with service partners how their work will be prioritised if there is a conflict of interest between the demands of internal and external customers</p> |
| <p>3. Understand how to maintain customer service through effective handover</p> | <p>3.1 Describe the responsibilities and rights that can be built into an internal customer/supplier relationship</p> <p>3.2 Compare the benefits and drawbacks of describing a relationship in a service chain as a supplier/customer relationship or a service partnership</p> <p>3.3 Explain how to establish priorities if internal customer demands conflict with external customer demands</p> <p>3.4 Describe how to maintain team identity whilst working constructively with other teams to deliver excellent customer service</p> <p>3.5 Explain how to negotiate successfully with internal customers or suppliers</p> <p>3.6 evaluate the formal and informal structures of the organisation and how they can influence relationships</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 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 produce 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 service level agreement between service partners in your evidence may be formal or informal.
5. You must provide examples of working in a service partnership on occasions when:
 - a the service partners are cooperative
 - b the service partners are un-cooperative.
6. You must include evidence to show that you have worked in a service partnership with:
 - a regular or long term suppliers
 - b new suppliers.
7. Your evidence must show that you have negotiated agreements with service partners that are of benefit to:
 - a your organisation
 - b your service partner