

Unit CU823 Improve the Customer Relationship

Aims

To improve relationships with their customers, learners need to deliver consistent and reliable customer service. In addition, customers need to feel that the learner genuinely wants to give them high levels of service and that the learner makes every possible effort to meet or exceed their expectations. This encourages loyalty from external customers or longer-term service partnerships with internal customers. The learner needs to be proactive in their dealings with their customers and to respond professionally in all situations. The learner needs to negotiate between their customers and their organisation or department in order to find some way of meeting their customers' expectations. In addition the learner needs to make extra efforts to delight their customers by exceeding customer service expectations.

Level: 3

Credit value: 7

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Improve communication with their customers	1.1 Select and use the best method of communication to meet their customers' expectations 1.2 Take the initiative to contact their customers to update them when things are not going to plan or when they require further information 1.3 Adapt their communication to respond to individual customers' feelings
2. Balance the needs of their customer and the organisation	2.1 Meet their customers' expectations within their organisation's service offer 2.2 Explain the reasons to their customers sensitively and positively when customer expectations cannot be met 2.3 Identify alternative solutions for their customers either within or outside the organisation 2.4 Identify the costs and benefits of these solutions to their organisation and to their customers 2.5 Negotiate and agree solutions with their customers which satisfy them and are acceptable to their organisation 2.6 Take action to satisfy their customers with the agreed solution when balancing customer needs with those of their organisation

<p>3. Exceed customer expectations to develop the relationship</p>	<p>3.1 Make extra efforts to improve their relationship with their customers</p> <p>3.2 Recognise opportunities to exceed their customers' expectations</p> <p>3.3 Take action to exceed their customers' expectations within the limits of their own authority</p> <p>3.4 Gain the help and support of others to exceed their customers' expectations</p>
<p>4. Understand how to improve the customer relationship</p>	<p>4.1 Describe how to make best use of the method of communication chosen for dealing with their customers</p> <p>4.2 Explain how to negotiate effectively with their customers</p> <p>4.3 Explain how to assess the costs and benefits to their customers and their organisation of any unusual agreement they make</p> <p>4.4 Explain the importance of customer loyalty and/or improved internal customer relationships to their organisation</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 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 using:
 - a organisational procedures
 - b exceptions to standard practice that are legal and benefit your organisation.
5. You need to provide evidence that you have dealt with customers who:
 - a have different needs and expectations
 - b appear angry or confused
 - c behave unusually.