

Unit CU824 Process Customer Service Complaints

Aims

This unit is about the process of handling complaints. In any customer service situation a customer who is not satisfied may resort to making a complaint. Complaints may be justified or unjustified but in either case the learner's customer expects them to respond and to offer some resolution or compensation. Complaints require investigation and the different options for their resolution to be considered. The learner's organisation may have detailed and formal procedures for dealing with complaints.

Level: 3

Credit value: 6

Learning outcomes <i>The learner will:</i>	Assessment criteria <i>The learner can:</i>
1. Recognise the signs that a query or problem is about to produce a complaint	1.1 Identify signs that a customer is becoming dissatisfied with the customer service of their organisation 1.2 Take action to change the situation so that the query or problem does not result in a complaint 1.3 Take actions to change their customer service approach in order to avoid future complaints when a justified complaint has been made
2. Deal with a complaint effectively	2.1 Ensure that they have a clear understanding of the nature and details of the complaint 2.2 Investigate the facts of the complaint in order to establish whether it should be dealt with as a justified complaint or an unjustified complaint 2.3 Identify all the possible options for a solution and consider the benefits and drawbacks of each option for their customer and for their organisation 2.4 Assess the risks to their organisation of choosing each option 2.5 Report the findings of their investigation to their customer and offer their chosen solution

	<p>2.6 Escalate the complaint by involving more senior members of their organisation or an independent third party if there is sufficient reason to do so</p> <p>2.7 Give feedback to other colleagues involved which will help them avoid future complaints</p> <p>2.8 Keep clear records of the way the complaint has been handled to avoid later misunderstandings</p>
<p>3 Understand how to process customer service complaints</p>	<p>3.1 Explain how to monitor the level of complaints and identify those that should provoke a special review of the service offer and service delivery</p> <p>3.2 Explain why dealing with complaints is an inevitable part of delivering customer service</p> <p>3.3 Describe organisational procedures for dealing with complaints</p> <p>3.4 Explain how to negotiate a solution with their customer that is acceptable to that customer and to the organisation</p> <p>3.5 Explain the regulatory definition of a complaint in their sector and the regulatory requirements of how complaints should be handled and reported</p> <p>3.6 Explain when to escalate a complaint by involving more senior members of the organisation or an independent third party</p> <p>3.7 Explain the cost and regulatory implications of admitting liability for an error made by their organisation</p> <p>3.8 Identify how to spot and interpret signals that their customer may be considering making a complaint</p> <p>3.9 Describe techniques for handling conflict</p> <p>3.10 Explain the importance of dealing with a complaint promptly</p> <p>3.11 Explain why the offer of compensation or replacement service or products may not always be the best options for resolving a complaint</p> <p>3.12 Explain how the successful handling of a complaint presents an opportunity to impress a customer who has been dissatisfied</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. You must provide evidence that you have processed complaints that are seen by your organisation as:
 - a justified
 - b unjustified.
5. You must provide evidence of processing customer service complaints:
 - a during routine delivery of customer service
 - b during a busy time in your job
 - c during a quiet time in your job
 - d when people, systems or resources have let you down.
6. 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.
7. You must provide evidence that you have processed complaints and taken full account of:
 - a organisational procedures
 - b sector or industry codes of practice
 - c legislation.