

Unit CU828 Support Customers Using On-line Customer Services

Aims

Many organisations develop their customer service by directing customers towards on-line services. Customer service delivered on-line leaves a customer isolated and reliant on screen routes and instructions. A customer may seek help face to face or by telephone. That help will involve the learner in understanding what the customer is trying to achieve, how the system allows for that and what point they have reached in terms of finding the right route. Difficulties can arise if the system fails or if the learner's customer is unable to discover how it can deliver what they want. This unit is for the learner if one part of their job involves helping customers to find their way through on-line systems.

Level: 2

Credit value: 5

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Establish the type and level of support their customer needs to achieve on-line customer service	1.1 Ensure that they are up-to-date and with the on-line services that their customers use 1.2 Identify what the customer is trying to achieve and what they are having difficulties with 1.3 Question their customer to discover the customer's degree of familiarity with the system 1.4 Offer their customer the option of trying the on-line approach once more 1.5 Agree with their customer the exact nature of the problem and steps that may be taken to overcome it
2. Support on-line customer service in conversation with their customer	2.1 Explore the on-line customer system in order to develop their own knowledge and skills in its use 2.2 Step through the screen sequence with their customer whilst allowing them to operate the system for themselves 2.3 Address their customer in an understanding and supportive manner 2.4 Explain to their customer why certain steps are required in the process

	<p>2.5 Offer the options to their customer of stepping them through the process or completing the transaction themselves</p> <p>2.6 Promote access to additional services or products when supporting customers on-line</p>
<p>3. Understand how to support customers using on-line services</p>	<p>3.1 Explain how their organisation's system for on-line service delivery works</p> <p>3.2 Describe the importance of close active listening to discover what their customer is trying to achieve</p> <p>3.3 Identify ways to communicate clearly with customers who have different levels of skills and understanding of the on-line system</p> <p>3.4 Explain why it is generally preferable for their customer to complete a transaction for themselves</p> <p>3.5 Explain the importance of building customer confidence in using the on-line system by supporting and encouraging</p> <p>3.6 Compare the benefits and drawbacks of talking a customer through use of the system or completing the transaction themselves</p> <p>3.7 Identify additional services or products that may be promoted to on-line customers</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. However, for this Unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this Unit. (*Guidelines for a Realistic Working Environment can be found in the Assessment Strategy for Customer Service S/NVQs at Levels 1,2,3 and 4 – February 2010*)
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.
5. You must provide evidence of supporting customers who are:
 - a new to the use of on-line services for this particular purpose
 - b familiar with the use of on-line services for this particular purpose
6. Your evidence must include examples of helping customers with difficulties caused by:
 - a the customer's use of the on-line services
 - b a system or equipment failure.