

Unit CU833 Promote Continuous Improvement

Aims

This unit covers the key competence of the customer service professional. The learner must be dedicated to the continuous improvement of customer service and this involves organising changes in the way customer service is delivered over and over again. The learner will need to identify potential changes, think through their consequences and make them work. Above all, this unit covers the competence of organising and seeing through change that is sustainable and is in the spirit of continuous improvement in customer service.

Level: 3

Credit value: 7

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Plan improvements in customer service based on customer feedback	1.1 Gather feedback from customers that will help to identify opportunities for customer service improvement 1.2 Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes 1.3 Discuss with others the potential effects of any proposed changes for their customers and their organisation 1.4 Negotiate changes in customer service systems and improvements with somebody with sufficient authority to approve trial or full implementation of the change
2. Implement changes in customer service	2.1 Organise the implementation of authorised changes 2.2 Implement the changes following organisational guidelines 2.3 Inform people inside and outside their organisation who need to know of the changes being made and the reasons for them 2.4 Monitor early reactions to changes and make appropriate fine-tuning adjustments

<p>3. Review changes to promote continuous improvement</p>	<p>3.1 Collect and record feedback on the effects of changes</p> <p>3.2 Analyse and interpret feedback and share their findings on the effects of changes with others</p> <p>3.3 Summarise the advantages and disadvantages of the changes</p> <p>3.4 Use their analysis and interpretation of changes to identify opportunities for further improvement</p> <p>3.5 Present these opportunities to somebody with sufficient authority to make them happen</p>
<p>4. Understand how to promote continuous improvement</p>	<p>4.1 Review how service improvements in their area affect the balance between overall customer satisfaction, the costs of providing service and regulatory requirements</p> <p>4.2 Explain how customer experience is influenced by the way service is delivered</p> <p>4.3 Explain how to collect, analyse and present customer feedback</p> <p>4.4 Explain how to make a business case to others to bring about change in the products or services they offer</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 organised changes over a period of time which have resulted in sustainable continuous improvement in customer service.
5. You must show that your proposals for improvements:
 - a are based on planned and analysed customer feedback
 - b take into account all relevant regulations
 - c take into account the costs and benefits to the organisation.
6. You may carry out this work alone or with colleagues. However, you must provide evidence that you have taken an active role in:
 - a collecting and analysing feedback
 - b proposing initiatives for change
 - c implementing the change
 - d evaluating and reviewing the change.
7. Your evidence must clearly show the part you have played in each step of the continuous improvement process.
8. The changes that you propose and initiate may be changes in how services or products are supplied or in how you and your colleagues behave when delivering services or products.