

Unit CU838 Demonstrate Understanding of Customer Service

Aims

This unit is about being able to understand and explain the principles of customer service and the way they can be applied in specific customer service situations. The basic principles in this unit influence all aspects of making customer service work and enable the learner to place professional customer practice in the context of their industry sector and their own organisation. Above all, working as a customer service professional involves working with colleagues to develop deeper and broader understanding of customer service language and principles.

Credit value 6

Level 3

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Follow their organisation's accepted customer service language	1.1 Communicate to customers their organisation's service offer, how it balances organisational and customer needs and how it meets customer expectations 1.2 Compare the service offers of commercial, public sector and third sector organisations and how they each meet customer expectations 1.3 Discuss with colleagues steps that team members can take to deal with different customers and different customer service situations
2. Apply customer service principles in their customer service role	2.1 Follow the key policies and procedures in their organisation for the delivery of services or products 2.2 Demonstrate how their organisation's service approach and service offer fit within their own industry and differ from those of other industries 2.3 Discuss with colleagues how their organisation's ethical and value base fits with organisational needs and customer expectations

<p>3. Understand the principles of customer service</p>	<p>3.1 Describe how their organisation's service offer meets customer expectations</p> <p>3.2 Explain how their organisation's service offer is affected by financial and other resource limitations</p> <p>3.3 Identify the impact that their organisation's service offer may have on different people in the service chain</p> <p>3.4 Explain how customers form their expectations of the services or products</p> <p>3.5 Explain the importance of effective teamwork for the delivery of excellent customer service</p> <p>3.6 Describe how customer service can contribute to best value in a public sector or third sector organisation</p> <p>3.7 Explain how customer service can provide a competitive advantage for a commercial organisation</p> <p>3.8 Describe why their organisation must limit the customer service it gives to balance customer satisfaction with organisational goals</p> <p>3.9 Explain how to deal with different customer behaviours and personalities to achieve customer satisfaction</p> <p>3.10 Explain the importance of effective communication in the delivery of excellent customer service</p> <p>3.11 Describe how they ensure their communication with diverse groups of customers is effective and efficient</p> <p>3.12 Describe the importance of continuous improvement within customer service</p> <p>3.13 Explain the key policies and procedures in their organisation for the delivery of services or products and why it is important to follow them</p> <p>3.14 Explain how their industry's approach to customer service differs from the approach of another industry</p>
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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 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. The 'organisation' from which you draw your evidence must be the organisation you work for. The 'organisation' may be the whole of the organisation or the business unit, division or department with which you are involved.
5. Your communication with customers may be face to face, in writing, by telephone, text message, e-mail, internet (including social networking), intranet or by any other method you would be expected to use within your job role.