

Unit CU841 Make Customer Service Environmentally Friendly and Sustainable

Aims

Environmental awareness and positive action form an important aspect of strategy for many organisations. Customer service may impact on environmental performance by demanding additional resources. Environmental policies may impact on customer service by placing restrictions on how it can be delivered. Periodically, the link between customer service and environmentalism needs to be reviewed so that appropriate changes may be made. Environmental and sustainability awareness must be encouraged constantly so that staff, suppliers, customers and other stakeholders are reminded of their contributions and responsibilities. This unit is appropriate for a learner whose job involves responsibility for customer service and sufficient authority to review and promote environmental matters in their organisation or in some part of it.

Level: 4

Credit value: 11

Learning outcomes The learner will:	Assessment criteria The learner can:
<p>1. Review and monitor environmental and sustainability aspects of customer service</p>	<p>1.1 Identify their organisation's policies on customer service and on the environment and trace links between the two</p> <p>1.2 Identify their organisation's policy on energy management and carbon emissions and their key links with customer service systems</p> <p>1.3 Identify their organisation's policy on waste management and its key links with customer service systems</p> <p>1.4 Carry out a systematic review of their organisation's customer service systems to identify opportunities for environmental improvements</p> <p>1.5 Identify service partnerships that affect their organisation's environmental profile and what they might do to improve it</p> <p>1.6 Develop an action plan to promote environmental actions and improvements in their organisation's customer service delivery</p>

<p>2. Promote environmental and sustainable aspects of customer service in their organisation</p>	<p>2.1 Make links between their organisation's environmental policies and customer service delivery routines</p> <p>2.2 Encourage those involved in customer service delivery to promote an environmental approach by customers</p> <p>2.3 Identify and promote ways to minimise resource use in customer service delivery</p> <p>2.4 Communicate their organisation's environmental policies to service partners including suppliers and encourage their participation in environmental improvements</p> <p>2.5 Communicate their organisation's environmental policies to customers and encourage their participation in environmental improvements</p> <p>2.6 Develop staff awareness of environmental matters and ways they can contribute to environmentalism and sustainability</p> <p>2.7 Develop community stakeholder's awareness of their organisation's environmental policies and approaches</p>
<p>3. Understand how to make customer service environmentally friendly and sustainable</p>	<p>3.1 Explain principles of environmentalism and sustainability that are relevant to customer service operations</p> <p>3.2 Investigate ways to express environmental policies and link them with customer service</p> <p>3.3 Explain principles of energy management and reduction of carbon emissions</p> <p>3.4 Explain principles of waste management relevant to their organisation</p> <p>3.5 Evaluate techniques for reviewing environmental aspects of customer service systems</p> <p>3.6 Review different actions that may be taken to improve environmental aspects of customer service delivery</p> <p>3.7 Describe ways to minimise resource use in customer service delivery</p> <p>3.8 Evaluate techniques for communicating and developing awareness of environmental matters among stakeholders</p> <p>3.9 Describe ways to encourage customers to act more environmentally</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 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 for your assessor to be confident that you are competent.
4. The customer service systems referred to in your evidence may be formal or informal.
5. The waste management policy used in your evidence must cover:
 - a reduction
 - b re-use
 - c re-cycling
 - d disposal.
6. Your evidence should include working with customers who are:
 - a receptive to environmental initiatives
 - b resistant to environmental initiatives.