

Unit CU846 Implement Quality Improvements to Customer Service

Aims

Introducing quality improvements to customer service requires careful management of change. This unit covers the detailed planning of customer service improvements, managing the changes that need to take place to implement the improvements, and then evaluating the results. It includes the consultation and communication processes that are vital to the successful implementation of improvements and management of change. In particular it is vital to involve customers at all stages of the quality improvement process.

Level: 4

Credit value: 10

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1. Plan the introduction of customer service improvements	<ul style="list-style-type: none">1.1 Identify possible customer service improvements and the resources available to implement them1.2 Evaluate factors that may help or hinder the introduction of change1.3 Develop realistic objectives, tasks and schedules for the introduction of improvements and agree them with colleagues1.4 Assess the risks associated with each action to effect change1.5 Plan how they will evaluate the proposed improvements
2. Manage the implementation of customer service improvements	<ul style="list-style-type: none">2.1 Inform the people who will be affected by change, win their support and keep them informed of progress2.2 Implement their plans for improvements dealing effectively with any difficulties2.3 Provide the necessary support to all their colleagues who are involved with changes and improvements2.4 Ensure that the planned improvements are implemented on time and within budget

3. Monitor and evaluate customer service improvements	3.1 Monitor and evaluate the impact that the changes are having on the quality of customer service 3.2 Identify and recommend any further changes that may be necessary to achieve the planned aims and objectives of the improvements 3.3 Identify any lessons from the change process and note these for future activities
4. Understand how to implement quality improvements to customer service	4.1 Explain the importance of careful planning when introducing change 4.2 Evaluate the types of factors that may help or hinder the process of change and how to identify and plan for these 4.3 Describe how to develop plans that contain realistic objectives, tasks and schedules 4.4 Explain the importance of having clear lines of responsibility and accountability 4.5 Explain how to identify and plan for possible contingencies 4.6 Describe the importance of clear communication when changes are taking place 4.7 Explain why it is important to win the support of people who will be affected by change 4.8 Describe how to win over staff who are resistant to change 4.9 Describe the types of support that staff may need when improvements are being implemented and how to provide such support 4.10 Explain why it is important to complete change on time and within budget

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 for your assessor to be confident that you are competent.
4. Your evidence must include planning for and using the following resources when implementing improvements to customer service:
 - a time
 - b human resources
 - c physical resources
 - d financial resources.
5. You must provide evidence of communicating with:
 - a customers
 - b front-line staff
 - c colleagues
 - d supervisors/team leaders
 - e senior managers
 - f service partners.
6. Your communication 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.
7. You must include evidence of collecting, analysing and using information that is:
 - a quantitative
 - b qualitative.