

Unit CU848 Develop a Customer Service Strategy for a Part of an Organisation

Aims

If organisations want to be consistently successful in customer service over a period of time, they need a customer service strategy. Managers and other senior staff can contribute to this through their knowledge of the organisation's customers and their expertise in customer service. This contribution is also based on what they know of other organisations and published research into trends in customer service. This unit does not assume the learner has full responsibility for their organisation's customer service strategy but that the learner takes a major role in the development of strategy for a particular part of their organisation.

Level: 4

Credit value: 11

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Research and evaluate their organisation's business and customer service strategy	1.1 Identify their organisation's values, aims and objectives 1.2 Identify the role of a given part of the organisation in achieving the strategy 1.3 Evaluate the implications of the strategy for customer service in this part of the organisation 1.4 Confirm the implications of the strategy for customer service with colleagues 1.5 Collect information on and analyse customer expectations 1.6 Match customer expectations with the customer service implications of the business strategy for a given part of their organisation
2. Help to identify best practice current and future best practice in customer service	2.1 Identify other organisations which represent models of good practice in customer service 2.2 Evaluate the key features of customer service in these organisations and the principles that underpin their approaches 2.3 Identify and analyse current research on trends and developments in customer service 2.4 Identify and analyse relevant legal and regulatory requirements, codes of practice and ethical considerations

	<p>2.5 Explore the implications of their research for the part of the organisation they are working in</p> <p>2.6 Discuss the outcomes of their research with colleagues</p>
<p>3. Identify and recommend the key features of a customer service strategy</p>	<p>3.1 Identify values, aims and objectives that are consistent with their research</p> <p>3.2 Identify contact processes and channels for customer service that are consistent with their values, aims and objectives</p> <p>3.3 Identify how they will evaluate the effectiveness of the strategy</p> <p>3.4 Discuss with colleagues the key features of a customer service strategy</p> <p>3.5 Construct a customer service strategy for the chosen part of the organisation and agree it with colleagues and managers</p>
<p>4. Understand how to develop a customer service strategy for an area</p>	<p>4.1 Evaluate the importance of having a customer service strategy for a given part of the organisation</p> <p>4.2 Describe how to access information on their organisation's overall business strategy and analyse its implications</p> <p>4.3 Describe sources of information they can use to find out about their customers and their expectations</p> <p>4.4 Evaluate the importance of customer loyalty and customer service practices that can help to retain loyalty</p> <p>4.5 Explain how to identify other organisations which might represent models of best practice in customer service</p> <p>4.6 Describe sources of research on trends and developments in customer service</p> <p>4.7 Explain how to develop values, aims and objectives relevant to customer service</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 for your assessor to be confident that you are competent.
4. You should be able to identify and analyse the needs and expectations of:
 - a existing customers
 - b potential or new customers.
5. Your evidence of the approach taken by other organisations may relate to competitors or to organisations that provide similar services or products but are not competitors.
6. The mission, aims, objectives, targets and values of your organisation may be expressed formally or informally.