

Unit CU850 Apply Technology or Other Resources to Improve Customer Service

Aims

Customer service changes and improves sometimes through the application of technology or other resources as much as through changes in behaviour of those delivering the service. Whilst these changes can bring real benefits they inevitably come at an initial cost which must be taken into consideration. This unit is about the process of managing the application of technology or other resources to a customer service process. It involves a systematic approach to considering and evaluating options, implementing the most appropriate and reviewing the results.

Level: 4

Credit value: 11

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Identify and specify opportunities for customer service improvement	1.1 Monitor developments in technology and the use of other resources to improve customer service 1.2 Review customer service delivery systems with specific reference to use of resources and technology 1.3 Identify opportunities and options for improving customer service by applying technology or other resources 1.4 Analyse the customer service benefits that could result from options for improvement 1.5 Specify the changes in technology or other resources needed to deliver the options
2. Evaluate options for applying technology or other resources to improve customer service	2.1 Identify the options for improving customer service with the application of technology or other resources 2.2 Establish the costs associated with each option for improving customer service 2.3 List and where possible quantify the benefits from each option for improving customer service 2.4 Estimate the affordability of each option to improve customer service 2.5 Recommend the most appropriate options for implementation

	<p>2.6 Identify the probable effects of any recommended changes on their organisation's service offer and customer perceptions</p> <p>2.7 Plan a business case to support their recommendations for improvements through application of technology or other resources</p>
<p>3. Oversee the implementation of resource changes to improve customer service</p>	<p>3.1 Plan implementation using details of agreed developments to improve customer service</p> <p>3.2 Brief colleagues about the implementation of customer service improvements and the expected benefits</p> <p>3.3 Monitor implementation of customer service improvements and the expected benefits</p> <p>3.4 Review implementation of customer service improvements with colleagues</p> <p>3.5 Make appropriate adjustments to implementation of customer service improvements as a result of review</p>
<p>4. Understand how to apply technology or other resources to improve customer service</p>	<p>4.1 Describe features and functionality of available technology that may contribute to improvements in customer service</p> <p>4.2 Evaluate how the application of additional resources other than technology can be used to improve customer service</p> <p>4.3 Describe methods for the systematic review of customer service systems</p> <p>4.4 Explain techniques to analyse the costs and benefits of options for improving customer service</p> <p>4.5 Describe methods for presenting a business case for applying technology or other resources to make improvements in customer service</p> <p>4.6 Explain briefing techniques for introducing colleagues to changes</p> <p>4.7 Describe ways to review and adjust customer service delivery after the implementation of changes</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 technology used in your evidence may be electronic or non-electronic.
5. The costs you establish for each option for improving customer service must be financial.
6. The business case you plan for applying technology or other resources to improve customer service may be formal or informal.
7. Your review of the implementation of customer service improvements may be formal or informal.