

## Unit CU852 Manage Customer Service Performance

### Aims

Customer service performance can be measured by a wide variety of metrics and ratings collected in different ways by different organisations. Those measurements are needed if the learner is to be able to manage performance systematically and take positive actions for improvement. Information on performance must be collected and interpreted in order to identify appropriate management actions to promote improvement. This may involve reference to standards, benchmarks, targets and tolerances and also the identification of trends and patterns in the evidence that is monitored. This unit is about those monitoring and management processes. This unit is for the learner if they have responsibility for the customer service performance of individuals or a team and they have the authority to see management actions through.

Level: 4

Credit value: 7

Learning outcomes The learner will:	Assessment criteria The learner can:
<p>1. Monitor performance in customer service operations</p>	<p>1.1 Collect regular statistics on customer service operations performance</p> <p>1.2 Interpret broad patterns of customer service operations statistics</p> <p>1.3 Investigate questions raised by interpretation and analysis of performance</p> <p>1.4 Interpret statistics regarding customer service performance in specific product and service areas</p> <p>1.5 Match customer service performance statistics to benchmarks, targets, standards or agreed tolerances</p> <p>1.6 Use customer service performance statistics to identify trends</p> <p>1.7 Compare customer service performance statistics with broader quality monitoring results</p> <p>1.8 Review resource provision to identify any resource changes needed to improve customer service performance management</p>

<p>2. Take management actions to improve performance in customer service operations</p>	<p>2.1 Identify management actions to maintain and improve on customer service performance</p> <p>2.2 Summarise monitoring evidence to support the case for management actions to improve performance</p> <p>2.3 Brief team members on changes they must make to improve customer service performance</p> <p>2.4 Organise resource changes needed to improve customer service performance</p> <p>2.5 Organise suitable coaching or training to improve customer service performance where development needs have been identified</p> <p>2.6 Adjust customer service performance targets which have ceased to be both challenging and achievable</p>
<p>3. Understand how to manage customer service performance</p>	<p>3.1 Explain methods for collecting statistics on customer service operations performance</p> <p>3.2 Explain techniques for interpreting customer service performance statistics</p> <p>3.3 Explain the importance of setting targets that are SMART (Specific, Measurable, Achievable, Realistic, Time-bound)</p> <p>3.4 Identify sources of benchmarks and standards for customer service performance</p> <p>3.5 Explain techniques for identifying trends and patterns in customer service performance</p> <p>3.6 Compare options for management actions that will improve customer service performance</p> <p>3.7 Describe methods of coaching and training to improve customer service performance</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 techniques used in your evidence for interpreting customer service performance statistics and identifying trends may be any which are practical for your organisation.