

UNIT 310 (LEVEL 3 UNIT, 6 CREDITS)

MONITOR AND SOLVE CUSTOMER SERVICE PROBLEMS

Elements in this unit

When you have completed this unit, you will have proved that you:

- 310.1** can solve immediate customer service problems

- 310.2** can identify repeated customer service problems and options for solving them

- 310.3** can take action to avoid the repetition of customer service problems

- 310.4** understand how to monitor and solve customer service problems.

You should note

- 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, with different customers on different occasions, for your assessor to be confident that you are competent.

Assessed evidence

You need to show that you understand and are able to complete all the elements in this unit over a sufficient period of time, with different customers, on different occasions. Evidence may be gained through direct observation or products of work, recorded by your assessor and then referenced in the box below. On the next pages, these evidence references can be written in the relevant boxes of 'What you must cover', 'What you must do' and 'What you must know'.

Evidence reference	Evidence title	Assessment method

Assessment method key
O Observation **Q** Questioning **PE** Product Evidence
WT Witness Testimony **PD** Professional Discussion

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What you must cover

Evidence reference should be entered in the shaded areas below. You must cover **all** the points listed.

1 Your evidence must include examples of problems which are:

a brought to your attention by customers

b are identified first by you and/or by a colleague.

2 The problems included in your evidence must include examples of a:

a difference between customer expectations and what is offered by your organisation

b problem resulting from a system or procedure failure

c problem resulting from a shortage of resources or human error.

3 You must show that you have considered the options for solving problems from the point of view of:

a your customer

b the potential benefits to your organisation

c the potential risks to your organisation.

4 You must provide evidence that you have made use of options that:

a follow organisational procedures or guidelines

b make agreed and authorised exceptions to usual practice.

What you must do

Evidence reference should be entered in the shaded areas below. You must do **all** the points listed.

310.1 To solve immediate customer service problems, you must:

310.1.1 respond positively to customer service problems following organisational guidelines

310.1.2 solve customer service problems when you have sufficient authority

310.1.3 work with others to solve customer service problems

310.1.4 keep customers informed of the actions being taken

310.1.5 check with customers that they are comfortable with the actions being taken

310.1.6 solve problems with service systems and procedures that might affect customers before customers become aware of them

310.1.7 inform managers and colleagues of the steps taken to solve specific problems.

310.2 To identify repeated customer service problems and options for solving them, you must:

310.2.1 identify repeated customer service problems

310.2.2 identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option

310.2.3 work with others to select the best option for solving a repeated customer service problem, balancing customer expectations with the needs of the organisation.

310.3 To take action to avoid the repetition of customer service problems, you must:

310.3.1 obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated

310.3.2 action your agreed solution

310.3.3 keep your customers informed in a positive and clear manner of steps being taken to solve any service problems

310.3.4 monitor the changes you have made and adjust them if appropriate.

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What you must know

Evidence reference should be entered in the shaded areas below. You must know **all** the points listed.

310.4 To understand how to monitor and solve customer service problems, you must be able to:

310.4.1 describe organisational procedures and systems for dealing with customer service problems

310.4.2 describe the organisational procedures and systems for identifying repeated customer service problems

310.4.3 explain how the successful resolution of customer service problems contributes to customer loyalty with the external customer and improved working relationships with service partners or internal customers

310.4.4 explain how to negotiate with and reassure customers while their problems are being solved.

Unit sign-off

The evidence for this unit is valid, sufficient and an authentic record of the candidate's current competence and has been assessed under the requirements of the assessment strategy.

I confirm that the evidence provided is a result of my own work.

Signature of candidate	Date
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I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor	Date
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Countersignature of assessor	Date
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Signature of IV (if sampled)	Date
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Countersignature of IV	Date
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Signature of EV (if sampled)	Date
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