

## UNIT 314 (LEVEL 3 UNIT, 7 CREDITS)

**PROMOTE CONTINUOUS IMPROVEMENT**

## Elements in this unit

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

- 314.1** can plan improvements in customer service based on customer feedback
- 314.2** can implement changes in customer service
- 314.3** can review changes to promote continuous improvement
- 314.4** understand how to promote continuous improvement.

## 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.
- 4** You must provide evidence that you have organised changes over a period of time which have resulted in sustainable continuous improvement in customer service.
- 5** Your evidence must clearly show the part you have played in each step of the continuous improvement process.
- 6** The changes that you propose and initiate may be changes in how services or products are supplied or in how you and your colleagues behave when delivering services or products.

## 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

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

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**1 You must show that your proposals for improvements:**

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a are based on planned and analysed customer feedback

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b take into account all relevant regulations

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c take into account the costs and benefits to the organisation.

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**2 You may carry out this work alone or with colleagues. However, you must provide evidence that you have taken an active role in:**

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a collecting and analysing feedback

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b proposing initiatives for change

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c implementing the change

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d evaluating and reviewing the change.

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## What you must do

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

### 314.1 To plan improvements in customer service based on customer feedback, you must:

314.1.1 gather feedback from customers that will help to identify opportunities for customer service improvement

314.1.2 analyse and interpret feedback to identify opportunities for customer service improvements and propose changes

314.1.3 discuss with others the potential effects of any proposed changes for your customers and your organisation

314.1.4 negotiate changes in customer service systems and improvements with somebody with sufficient authority to approve trial or full implementation of the change.

### 314.2 To implement changes in customer service, you must:

314.2.1 organise the implementation of authorised changes

314.2.2 implement the changes following organisational guidelines

314.2.3 inform people inside and outside your organisation who need to know of the changes being made and the reasons for them

314.2.4 monitor early reactions to changes and make appropriate fine-tuning adjustments.

### 314.3 To review changes to promote continuous improvement, you must:

314.3.1 collect and record feedback on the effects of changes

314.3.2 analyse and interpret feedback and share your findings on the effects of changes with others

314.3.3 summarise the advantages and disadvantages of the changes

314.3.4 use your analysis and interpretation of changes to identify opportunities for further improvement

314.3.5 present these opportunities to somebody with sufficient authority to make them happen.

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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.

**314.4 To understand how to promote continuous improvement, you must be able to:**

**314.4.1** review how service improvements in your area affect the balance between overall customer satisfaction, the costs of providing service and regulatory requirements

**314.4.2** explain how customer experience is influenced by the way service is delivered

**314.4.3** explain how to collect, analyse and present customer feedback

**314.4.4** explain how to make a business case to others to bring about change in the products or services you offer.

## 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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