

## UNIT 316 (LEVEL 3 UNIT, 7 CREDITS)

**LEAD A TEAM TO IMPROVE CUSTOMER SERVICE**

## Elements in this unit

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

- 316.1** can plan and organise the work of a team
- 316.2** can provide support for team members
- 316.3** can review performance of team members
- 316.4** understand how to lead a team to improve customer service.

## 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 you have line management or supervisory responsibility for the team members used in your evidence.

## 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 You must show that you have taken into account the organisational constraints of:

a time

b human resources

c physical resources

d financial resources.

### 2 You must also show that you have taken into account the team or individual constraints of:

a existing workloads

b individual capabilities and sensitivities

c initiatives and objectives currently being undertaken by the organisation

d influences operating on the team from outside.

### 3 Your evidence must provide evidence that you have taken time with each team member to:

a plan and organise their work

b provide support and guidance

c give and seek feedback on performance.

### 4 The feedback you provide to team members may be:

a formal or informal

b verbal or in writing.

## What you must do

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

### 316.1 To plan and organise the work of a team, you must:

316.1.1 treat team members with respect at all times

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316.1.2 agree with team members their role in delivering effective customer service

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316.1.3 involve team members in planning and organising their customer service work

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316.1.4 allocate work which takes full account of team members' customer service skills and the objectives of the organisation

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316.1.5 motivate team members to work together to raise their customer service performance.

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### 316.2 To provide support for team members, you must:

316.2.1 check that team members understand what they have to do to improve their work with customers and why that is important

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316.2.2 check with team members what support they feel they may need throughout this process

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316.2.3 provide team members with support and direction when they need help

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316.2.4 encourage team members to work together to improve customer service.

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### 316.3 To review performance of team members, you must:

316.3.1 provide sensitive feedback to team members about their customer service performance

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316.3.2 encourage team members to discuss their customer service performance

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316.3.3 discuss sensitively with team members action they need to take to continue to improve their customer service performance.

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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.

**316.4 To understand how to lead a team to improve customer service, you must be able to:**

316.4.1 describe the roles and responsibilities of your team members and where the team members fit in the overall structure of the organisation

316.4.2 explain how team and individual performance can affect the achievement of organisational objectives

316.4.3 explain the implications of failure to improve customer service for your team members and your organisation

316.4.4 describe how to plan work activities

316.4.5 explain how to present plans to others to gain understanding and commitment

316.4.6 explain how to facilitate meetings to encourage frank and open discussion

316.4.7 explain how to involve and motivate staff to encourage teamwork

316.4.8 describe how to recognise and deal sensitively with issues of underperformance.

## 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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