

Unit 218

Support customer service improvements

UAN:	T/506/2160
Level:	2
Credit value:	3
GLH:	12
Relationship to NOS:	This unit is linked to the Customers Service (2013) National Occupational Standards: <ul style="list-style-type: none">• CFACSD2 Support customer service improvements
Assessment requirements specified by a sector or regulatory body:	This unit is endorsed by Skills CFA Assessment Strategy Competence units (S/NVQ)
Aim:	This unit aims to develop the knowledge and skills required to support customer service improvements. Upon completion of this unit, learners will be able to identify the potential for improvements to customer service and support the implementation of improvements to customer service.

Learning outcome
The learner will: 1. understand how to support customer service improvements
Assessment criteria
The learner can: 1.1 describe different sources of information that may help identify ways of improving customer service 1.2 describe the constraints on suggesting improvements to customer service 1.3 explain the limits of their own authority in implementing improvements.

Assessment guidance
Sources of information: <ul style="list-style-type: none">• customer feedback• sales• complaints• returns• staff feedback

Constraints:

- level of authority
- level of experience
- cost
- lack of resources

Evidence may be supplied by:

- professional discussion
- questioning
- reflective account
- organisational policies and procedures.*

Learning outcome

The learner will:

2. be able to identify the potential for improvements to customer service

Assessment criteria

The learner can:

- 2.1 use information from a **range of sources** to understand the customer experience
- 2.2 identify potential areas where customer service could be improved from an **analysis of information**
- 2.3 make recommendations for improvement that are based on evidence from analysed information

Assessment guidance**Range of sources:**

eg

- customers
- formal and informal feedback
- staff
- sales figures
- response times

Analysis of information will be from a range of sources.

Evidence may be supplied by:

- observation
- witness testimony
- customer records*
- professional discussion
- questioning
- reflective account
- implementation plans
- service offer*
- feedback and analysis
- documentation*
- organisational policies and procedures*

Learning outcome

The learner will:

3. be able to support the implementation of improvements to customer service

Assessment criteria

The learner can:

- 3.1 implement agreed improvements within the limits of their own authority
- 3.2 inform customers of improvements to customer service
- 3.3 identify the impact of improvements to customer service and feedback to relevant people.

Assessment guidance**Evidence may be supplied by:**

- observation
- witness testimony
- customer records*
- professional discussion
- questioning
- reflective account
- implementation plans
- service offer*
- feedback
- documentation*
- organisational policies and procedures*.

Note: this unit is about supporting customer service improvements. Here the candidate will require to be observed over time not just identifying the potential for customer service improvements but also supporting the implementation of those improvements. Witness testimonies can be added if necessary.

* While the candidate can provide a copy of the organisational policies and of the organisational ethical policy/requirements (or refer to them), this on its own is not sufficient. The candidate will require to demonstrate their application and be able to discuss them, showing understanding of how they are applied. This also applies to legal requirements.

Internal/organisational documentation need not be held in the candidate's portfolio but held in the workplace with reference made to where it can be found and its relevance to the criteria.