



UNIT 208

GO THE EXTRA MILE IN CUSTOMER SERVICE

This unit is all about giving your customers service that exceeds their expectations. The unit sits within the customer service theme of Impression and Image. This theme covers the organisational behaviours and processes that affect how your customers see you and your organisation.

WHY CUSTOMER SERVICE MATTERS TO... A FLORIST

Florists are people who work with flowers and plants. The retail florist works with the public on a face-to-face basis. A florist will care for the flowers and merchandise, display and arrange them, and may even organise their delivery. A florist will often 'go the extra mile' to meet the very special requirements a customer may have.

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What this unit is about

When your customers feel you have taken special care to give them good service, they are likely to enjoy a better customer service experience. Opportunities to add extra value to your customers' experience depend on you spotting what they will appreciate. Often you can offer this little extra when sorting out a difficulty or problem.

Whatever special service you give when you go the extra mile must be within your own authority or with the authority of an appropriate colleague. It must also take account of the organisation's service offer and all the relevant procedures and regulations.

As customers, we all enjoy and remember when somebody has 'gone the extra mile' to deliver special customer service.

AN EXAMPLE

A customer has telephoned to say they have still not received information they requested. You find the information was sent out two days earlier and explain this to the customer, agreeing the information must be lost in the post. You confirm you will personally go to the main post office ensuring the information goes recorded delivery, confirming this with management.

**What have you done in your workplace that is similar?
Write your answer in this space...**

...now talk to your assessor about how this could be turned into observed evidence.

Elements in this unit

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

- 208.1** can distinguish between routine service standards and going the extra mile
- 208.2** can check that your extra mile ideas are feasible
- 208.3** can go the extra mile
- 208.4** know how to go the extra mile in customer service.

Key words and phrases for this unit

the service offer

taking action

understanding own authority

explaining

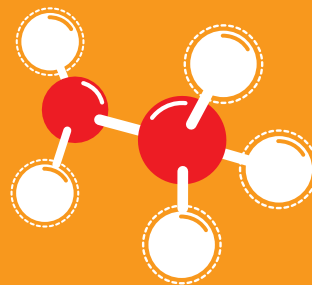
checking action

recognising needs and expectations

adding value

monitoring feedback

passing on feedback



Evidence from this unit could possibly be cross-referenced to standards within other units, e.g. **101, 105, 201, 203, 205, 207, 209, 210, 212, 219, 221,** or **303.**

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. However, for this unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this unit. (Guidelines for a realistic working environment can be found in the Assessment Strategy for Customer Service S/NVQs at Levels 1, 2, 3 and 4 – February 2010.)
- 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.



is for added value

Customers will purchase a product or service for a certain price. When your customer feels that you have taken special care to give them good service they are likely to be more satisfied and see this as added value – you have done something more than they expected for the price.

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 provide evidence of going the extra mile with customers:

a during routine delivery of customer service

b during a busy time in your job

c during a quiet time in your job

d when people, systems or resources have let you down.

2 Your evidence must show that you have:

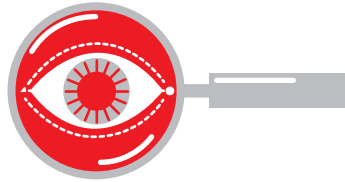
a followed organisational procedures to go the extra mile for customers

b used your own initiative when going the extra mile for customers.



is for tangible

This is where something can be identified, realised or precisely measured, for example, through an increase in sales. Intangible is where the benefit cannot be identified in monetary terms, but instead can be seen in such things as increased customer satisfaction or positive customer feedback.



Get it covered...

Sometimes 'going the extra mile' can mean just offering a seat to an elderly customer but sometimes it can mean something more. There are occasions when you can make your own decision on 'going the extra mile' but there are other times when you must get approval.



is for Change

Organisations must be aware that customer expectations of the service offer can change. It is important that customer feedback is regularly obtained to find out whether the service offer meets customer needs and expectations. However, if feedback shows change may be needed, any change needs to be implemented according to the organisation's procedures.

What you must do

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

208.1 To distinguish between routine service standards and going the extra mile, you must:

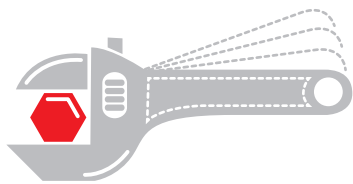
208.1.1 explain the service offer clearly and concisely

208.1.2 identify your customer's expectations and needs

208.1.3 match the service offer with your customer's expectations and needs and identify the key differences

208.1.4 identify options for other actions that will give added value to customer service and might impress your customer

208.1.5 choose actions that are most appropriate to impress your customer.



What's good to do?

Going the extra mile can be easy. Think about the simple things you could do for customers that they would see as special and extra. If what you do works regularly, pass on the positive feedback you receive. You never know, your idea could become common practice.

208.2 To check that your extra mile ideas are feasible, you must:

208.2.1 match your ideas for added value customer service against your authority to see them through

208.2.2 check that your ideas for added value customer service are possible within your organisation's guidelines

208.2.3 check that your ideas for added value customer service are possible within regulatory boundaries

208.2.4 check that your ideas for added value customer service will not unreasonably affect the service to your other customers

208.2.5 explain your ideas for added value service to a senior colleague or other appropriate authority.

208.3 To go the extra mile, you must:

208.3.1 take action to go the extra mile in customer service

208.3.2 ensure that your customer is aware of the added value of your actions

208.3.3 monitor the effects of your added value actions to ensure that the service given to your other customers is not affected unreasonably

208.3.4 note and pass on positive feedback from your customer about your actions

208.3.5 suggest that an extra mile action becomes routine if you have seen it work several times and it could be accommodated within the service offer.

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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.

208.4 To know how to go the extra mile in customer service, you must be able to:

208.4.1 describe your organisation's service offer

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208.4.2 explain how customers form expectations of the service they will receive

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208.4.3 identify what types of service action most customers will see as adding value to the customer service they have already had

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208.4.4 outline your organisation's rules and procedures that determine your authority to go the extra mile

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208.4.5 identify relevant legislation and regulation that impact on your freedom to go the extra mile

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208.4.6 describe how your organisation receives customer service feedback on the types of customer experience that has impressed them

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208.4.7 describe your organisation's procedures for making changes in its service offer.

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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 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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