

UNIT 222

SUPPORT CUSTOMER SERVICE IMPROVEMENTS

This unit is all about how you can help your organisation improve its offering to its customers. The unit sits within the customer service theme of Development and Improvement. This covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments.

WHY CUSTOMER SERVICE MATTERS TO... A BARISTA

Baristas are committed to ensuring the preparation and supply of perfect coffee. They greet customers and work with them to ensure customer satisfaction. They are likely to work for an organisation that regularly gathers customer feedback and considers improvements to the way it delivers its services.

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.
- 4 Each change that is part of your evidence must be significant enough for a regular customer to notice that the services or products you are delivering are different or that the way you and your colleagues deliver the services or products is different.



1 is for internal customer

The internal customer could be a colleague, another department or branch. You need to be just as considerate of the needs and expectations of internal customers as you do of customers outside of your own organisation.

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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SUPPORT CUSTOMER SERVICE IMPROVEMENTS

What you must cover

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

1 You must prove that you have:

- a contributed to improving customer service through your own efforts

- b contributed to improving customer service by working with others.

2 Your evidence must cover **two** changes with which you have been actively involved. In each case you must be able to identify the part you played in:

- a linking customer feedback with the reasons for the change

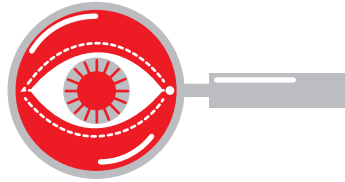
- b implementing the change

- c gathering customer reactions to the change.

3 Your evidence for each change must show how:

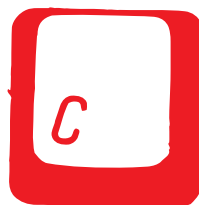
- a the change has improved customer service

- b your customers have reacted to the change.



Get it covered...

Improving customer service is a continuous process. You gather feedback, assess the feedback, put any necessary change in place and then check if it is working. It is not enough to make a change. There has to be good reason for change and there should be benefits from it.



is for customer experience

Customer experience is what a customer feels and remembers about the service that he or she has received, either from your organisation or from a similar organisation. They then have certain expectations of what that experience should be in the future.

What you must do

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

222.1 To use feedback to identify potential customer service improvements, you must:

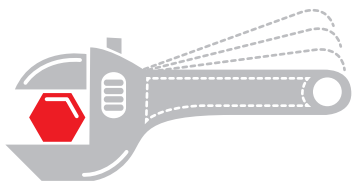
222.1.1 gather informal feedback from your customers

222.1.2 use your organisation's procedures to collect feedback from your customers

222.1.3 use the information from your customers to develop a better understanding of their customer service experience

222.1.4 identify ways the service you give could be improved based on information you have gathered

222.1.5 share your ideas for improving customer service with colleagues.



What's good to do?

Some changes to customer service you can put in place yourself in the way you personally deliver customer service through your behaviour and your approach. Other changes need to be put in place by your organisation. Change needs to be delivered in a positive way for all to see the benefits.



What they say...

It helps a ton when you learn people's names and don't butcher them when trying to pronounce them.

Jerry Yang, Yahoo! co-founder

222.2 To implement changes in customer service, you must:

222.2.1 identify a possible change that could be made to improve customer service

222.2.2 present your idea for improving customer service to a colleague with the appropriate authority to approve the change

222.2.3 carry out changes to customer service procedures based on your own idea or proposed by your organisation

222.2.4 keep your customers informed of changes to customer service

222.2.5 give customers a positive impression of changes that have been made

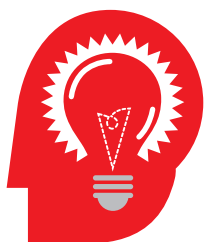
222.2.6 work positively with others to support customer service changes.

222.3 To assist with the evaluation of changes in customer service, you must:

222.3.1 discuss with others how changes to customer service are working

222.3.2 work with others to identify any negative effects of changes and how these can be avoided.

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SUPPORT CUSTOMER SERVICE IMPROVEMENTS*In the know...*

Customers' expectations and needs can change. To retain customers, you must find out what their needs and expectations are. Through customer feedback you can assess whether there is a need to change the way you deliver customer service – but remember change must be managed.

What you must know

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

222.4 To know how to support customer service improvements, you must be able to:

222.4.1 explain how customer experience is influenced by the way service is delivered

222.4.2 identify how customer feedback is obtained

222.4.3 explain how to work with others to identify and support change in the way service is delivered

222.4.4 describe why it is important to give a positive impression to your customer about the changes made by your organisation even if you disagree with them.

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

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

Signature of assessor	Date

Countersignature of assessor	Date

Signature of IV (if sampled)	Date

Countersignature of IV	Date

Signature of EV (if sampled)	Date