UNIT 306 (LEVEL 3 UNIT, 7 CREDITS)
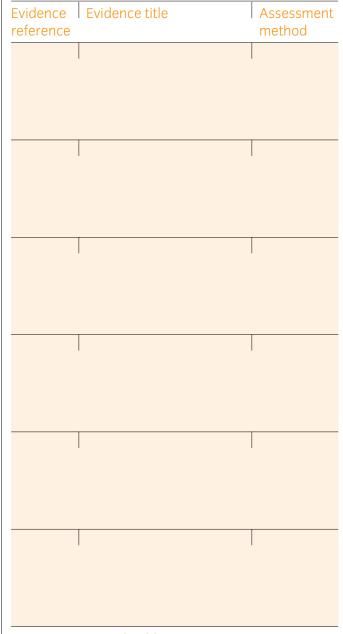
BUILD A CUSTOMER SERVICE KNOWLEDGE SET

Elements in this unit

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

306.1   can input details of customer queries and requests and develop responses

306.2   can use a customer service knowledge base

306.3   understand how to build a customer service knowledge set.

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 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.

There are no additional evidence requirements other than those expressed within the unit.

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 do

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

306.1 **To input details of customer queries and requests and develop responses, you must:**

306.1.1 identify through active listening customer queries and comments for inclusion in the knowledge set

306.1.2 classify information collected through customer contact for inclusion in the knowledge set

306.1.3 identify questions frequently asked by customers

306.1.4 identify the broad customer service messages of your organisation's answers to frequently asked questions

306.1.5 work with colleagues to develop responses to customer queries and requests

306.1.6 contribute ideas and responses to the customer knowledge set which build on key organisational customer service messages

306.1.7 check the effects of possible responses included in the knowledge set with customers

306.1.8 monitor the customer service knowledge set to identify trends and patterns.

306.2 **To use a customer service knowledge base, you must:**

306.2.1 access information from the customer service knowledge set using specific search criteria

306.2.2 browse the customer service knowledge set to research a topic of interest or project area

306.2.3 use the customer service knowledge set to inform the introduction of a new product or service variation

306.2.4 use the customer service knowledge set to respond to a specific customer request or query

306.2.5 assist a colleague to locate specific information in the customer service knowledge set

306.2.6 add to the customer service knowledge set as a result of dealing with a customer request or query.

What you must know

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

306.3 **To understand how to build a customer service knowledge set, you must be able to:**

306.3.1 explain the structure and content of your organisation's customer service information set

306.3.2 describe how to input and update routines for adding to the customer service knowledge set

306.3.3 identify ways that information in a customer service knowledge set can be classified

306.3.4 identify questions frequently asked by customers of your organisation

306.3.5 explain the importance of working with colleagues to develop responses to customer requests and queries

306.3.6 describe your organisation's key messages in relation to the services or products you are delivering

306.3.7 identify ways to interpret information in a customer service knowledge set

306.3.8 describe techniques for assisting a colleague to locate information in a customer service knowledge set.

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