

UNIT 308 (LEVEL 3 UNIT, 6 CREDITS)

ORGANISE THE DELIVERY OF RELIABLE CUSTOMER SERVICE

Elements in this unit

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

- 308.1** can plan and organise the delivery of reliable customer service
- 308.2** can review and maintain customer service delivery
- 308.3** can use recording systems to maintain reliable customer service
- 308.4** understand how to organise the delivery of reliable 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** The system you use for recording data can be manual or electronic.

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 need to include evidence that you have dealt with a variety of customers including:

a customers who are easy to deal with

b customers who are difficult to deal with

c existing customers

d new customers.

2 Your evidence must show that you have:

a taken responsibility for your own actions in the delivery of customer service

b used spontaneous customer feedback to improve customer service

c used customer feedback that you have requested to improve customer service.

What you must do

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

308.1 To plan and organise the delivery of reliable customer service, you must:

308.1.1 plan, prepare and organise everything you need to deliver services or products to different types of customers

308.1.2 organise what you do to ensure that you are consistently able to give prompt attention to your customers

308.1.3 reorganise your work to respond to unexpected additional workloads.

308.2 To review and maintain customer service delivery, you must:

308.2.1 maintain service delivery during very busy periods and unusually quiet periods

308.2.2 maintain service delivery when systems, people or resources have let you down

308.2.3 consistently meet your customers' expectations

308.2.4 balance the time you take with your customers with the demands of other customers seeking your attention

308.2.5 respond appropriately to your customers when customers make comments about the products or services you are offering

308.2.6 alert others to repeated comments made by your customers

308.2.7 take action to improve the reliability of your service based on customer comments

308.2.8 monitor the action you have taken to identify improvements in the service you give to your customers.

308.3 To use recording systems to maintain reliable customer service, you must:

308.3.1 record and store customer service information accurately following organisational guidelines

308.3.2 select and retrieve customer service information that is relevant, sufficient and in an appropriate format

308.3.3 quickly locate information that will help solve a customer's query

308.3.4 supply accurate customer service information to others using the most appropriate method of communication.

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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.

308.4 To understand how to organise the delivery of reliable customer service, you must be able to:

308.4.1 describe organisational procedures for unexpected situations and your role within them

308.4.2 describe resource implications in times of staff sickness and holiday periods and your responsibility at these times

308.4.3 explain the importance of having reliable and fast information for your customers and your organisation

308.4.4 evaluate the organisational procedures and systems for delivering customer service

308.4.5 identify useful customer feedback and explain how to decide which feedback should be acted on

308.4.6 describe how to communicate feedback from customers to others

308.4.7 evaluate the organisational procedures and systems for recording, storing, retrieving and supplying customer service information

308.4.8 explain the legal and regulatory requirements regarding the storage of data.

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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