

UNIT 311 (LEVEL 3 UNIT, 10 CREDITS)

APPLY RISK ASSESSMENT TO CUSTOMER SERVICE**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 that you have identified risks in your own area of responsibility:

a through your everyday work

b actively carrying out a risk assessment

c through discussion with colleagues.

2 Your evidence must show that when carrying out a risk assessment you have:

a listed each risk

b identified the consequences of each risk

c estimated the probability of each risk occurring

d made a judgement about any action that is justified taking into account the consequences and probability of each risk.

3 You must provide evidence that you have worked with **two of these groups of people to identify possible actions for managing risk:**

a team members or colleagues

b suppliers or service partners

c supervisors, team leaders or managers.

4 Your evidence must show that you have carried out risk assessments that have caused you to:

a take action to manage the risk

b decide that the level of risk is tolerable and take no action.

What you must do

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

311.1 To analyse customer service processes for risk, you must:

311.1.1 explain your organisation's customer service process and identify the moments of truth (those points in the customer service process that have most impact on the customer experience)

311.1.2 identify the financial risks for each stage of the customer service process

311.1.3 identify the reputational risks for each stage of the customer service process

311.1.4 identify the health and safety risks for each stage of the customer service process

311.1.5 identify the risk of delivering sub-standard services or products for each stage of the customer service process

311.1.6 ensure that your customers are aware of any risks that might impact on them

311.1.7 develop staff awareness of the risks you have identified.

311.2 To assess customer service risks and take appropriate actions, you must:

311.2.1 assess the probabilities of each risk that you have identified

311.2.2 assess the consequence of each risk in terms of finance, reputation and health and safety

311.2.3 classify each risk as high, medium or low taking into account its probability and consequences

311.2.4 work with colleagues to identify any actions that might be taken to reduce risk

311.2.5 take appropriate actions to minimise the overall customer service risk profile by adapting procedures.

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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.

311.3 To understand how to apply risk assessment to customer service, you must be able to:

311.3.1 describe risk assessment techniques

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311.3.2 explain how to evaluate risk according to probability of occurrence and consequences of occurrence

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311.3.3 evaluate the nature of potential customer service risks including financial, reputational and health and safety risks

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311.3.4 explain cost/benefit analysis

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311.3.5 define SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis.

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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

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