

UNIT 312 (LEVEL 3 UNIT, 6 CREDITS)

PROCESS CUSTOMER SERVICE COMPLAINTS

Elements in this unit

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

- 312.1** can recognise the signs that a query or problem is about to produce a complaint
- 312.2** can deal with a complaint effectively
- 312.3** understand how to process customer service complaints.

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.

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 that you have processed complaints that are seen by your organisation as:

a justified

b unjustified.

2 You must provide evidence of processing customer service complaints:

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.

3 You need to provide evidence that you have dealt with customers who:

a have different needs and expectations

b appear angry or confused

c behave unusually.

4 You must provide evidence that you have processed complaints and taken full account of:

a organisational procedures

b sector or industry codes of practice

c legislation.

What you must do

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

312.1 To recognise the signs that a query or problem is about to produce a complaint, you must:

312.1.1 identify signs that a customer is becoming dissatisfied with the customer service of your organisation

312.1.2 take action to change the situation so that the query or problem does not result in a complaint

312.1.3 take actions to change your customer service approach in order to avoid future complaints when a justified complaint has been made.

312.2 To deal with a complaint effectively, you must:

312.2.1 ensure that you have a clear understanding of the nature and details of the complaint

312.2.2 investigate the facts of the complaint in order to establish whether it should be dealt with as a justified complaint or an unjustified complaint

312.2.3 identify all the possible options for a solution and consider the benefits and drawbacks of each option for your customer and for your organisation

312.2.4 assess the risks to your organisation of choosing each option

312.2.5 report the findings of your investigation to your customer and offer your chosen solution

312.2.6 escalate the complaint by involving more senior members of your organisation or an independent third party if there is sufficient reason to do so

312.2.7 give feedback to other colleagues involved which will help them avoid future complaints

312.2.8 keep clear records of the way the complaint has been handled to avoid later misunderstandings.

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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.

312.3 To understand how to process customer service complaints, you must be able to:

312.3.1 explain how to monitor the level of complaints and identify those that should provoke a special review of the service offer and service delivery

312.3.2 explain why dealing with complaints is an inevitable part of delivering customer service

312.3.3 describe organisational procedures for dealing with complaints

312.3.4 explain how to negotiate a solution with your customer that is acceptable to that customer and to the organisation

312.3.5 explain the regulatory definition of a complaint in your sector and the regulatory requirements of how complaints should be handled and reported

312.3.6 explain when to escalate a complaint by involving more senior members of the organisation or an independent third party

312.3.7 explain the cost and regulatory implications of admitting liability for an error made by your organisation

312.3.8 identify how to spot and interpret signals that your customer may be considering making a complaint

312.3.9 describe techniques for handling conflict

312.3.10 explain the importance of dealing with a complaint promptly

312.3.11 explain why the offer of compensation or replacement service or products may not always be the best options for resolving a complaint

312.3.12 explain how the successful handling of a complaint presents an opportunity to impress a customer who has been dissatisfied.

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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