

**UNIT 313 (LEVEL 3 UNIT, 8 CREDITS)** 

# WORK WITH OTHERS TO IMPROVE CUSTOMER SERVICE

#### What this unit is about

Teamwork is a key component of delivering and improving excellent customer service. The people you work with to improve customer service may include one or more of the following: team members, colleagues, suppliers, service partners, supervisors, managers and team leaders.

The delivery of excellent customer service depends on your skills and those of others. It involves communicating with each other and agreeing how you can work together to give a more effective service. You must also monitor your own and the team's performance and change the way you do things if that improves customer service. This unit is about how you develop a relationship with others to improve their customer service performance.

#### **AN EXAMPLE**

As a team leader you note that sales targets are not being met. You meet with the others in the team to discuss the targets and what can be done to improve the situation. You work with others on analysing the team performance and consider what could be put in place to improve teamwork and in turn improve sales figures.

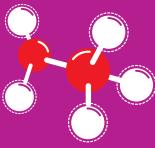
#### Elements in this unit

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

- **313.1** can improve customer service by working with others
- 313.2 can monitor your own performance when improving customer service
- 313.3 can monitor team performance when improving customer service
- **313.4** understand how to work with others to improve customer service.

# Key words and phrases for this unit

roles and responsibilities
agree with others
cooperate with others
discuss with others
customer service performance
take action



Evidence from this unit could possibly be cross-referenced to standards within other units, e.g. 101, 201, 223, 225, 315, 316, 317 or 318.



Working in a team means you support each other. Colleagues will often need information or help to get a job done on time or assistance with a difficult customer. Offering support willingly means your colleagues will know they can rely on you.

#### 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

Evidence Evidence title

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'.

reference	Evidence due	method
	'	

#### **Assessment method key**

**O** Observation **Q** Questioning **PE** Product Evidence **WT** Witness Testimony **PD** Professional Discussion

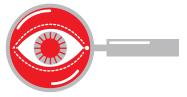
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#### What you must cover

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

- 1 Your evidence must include examples of agreeing customer service roles and responsibilities which are:
- a part of your own role
- b part of other people's roles.
- 2 You must provide evidence that you have worked with two of these groups of people:
- a team members or colleagues
- b suppliers or service partners
- c supervisors, team leaders or managers.



#### Get it covered...

Whether you are a team leader or a junior member of staff, in customer service you will need to be prepared to work as part of a team. Excellent customer service requires people in an organisation to work together to ensure customer satisfaction.

- 3 Your evidence must show that your work with others involves communication by two of these methods as expected within your job role:
- a face to face
- b in writing
- c by telephone
- d using text messages
- e by email
- f using the internet (including social networking)
- g using an intranet.

#### What you must do

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

### 313.1 To improve customer service by working with others, you must:

- 313.1.1 contribute constructive ideas for improving customer service
- 313.1.2 identify what you have to do to improve customer service and confirm this with others
- 313.1.3 agree with others what you have to do to improve customer service
- 313.1.4 cooperate with others to improve customer service
- 313.1.5 keep your commitments made to others
- 313.1.6 make others aware of anything that may affect plans to improve customer service.



Targets are important to ensure the organisation's goals can be met. They also motivate, but to be motivational they must be challenging yet realistic.



#### is for contribute

To maintain good customer service you must always be aware of necessary improvements. You need to contribute with your own ideas on likely improvements and contribute to their successful implementation.

- 313.2 To monitor your own performance when improving customer service, you must:
- 313.2.1 discuss with others how what they do affects customer service performance
- 313.2.2 identify how the way you work with others contributes towards improving customer service.
- 313.3 To monitor team performance when improving customer service, you must:
- 313.3.1 discuss with others how teamwork affects customer service performance
- 313.3.2 work with others to collect information on team customer service performance
- 313.3.3 identify with others how customer service teamwork could be improved
- 313.3.4 take action with others to improve customer service performance.

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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.

- 313.4 To understand how to work with others to improve customer service, you must be able to:
- 313.4.1 describe who else is involved either directly or indirectly in the delivery of customer service
- 313.4.2 describe the roles and responsibilities of others in your organisation
- 313.4.3 describe the roles of others outside your organisation who have an impact on your services or products
- 313.4.4 evaluate what the goals or targets of your organisation are in relation to customer service and how these are set
- 313.4.5 evaluate how your organisation identifies improvements in customer service.



#### In the know...

To ensure the organisation's required level of customer service is achieved it is important to know how the team is performing and then discuss with the team what could be improved.

### 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.

competence by satisfying all of the criter	ia 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