

UNIT 315 (LEVEL 3 UNIT, 8 CREDITS)

DEVELOP YOUR OWN AND OTHERS' CUSTOMER SERVICE SKILLS

Elements in this unit

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

- 315.1** can develop your own customer service skills
- 315.2** can plan the coaching of others in customer service
- 315.3** can coach others in customer service
- 315.4** understand how to develop your own and others' customer service skills.

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** Your personal development plan may be based on existing customer service skills and development activities that already take place in your organisation or new activities that you have to devise.
- 5** Feedback about your customer service performance must involve your line manager or supervisor and your evidence must show this.

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 have constructed your personal development plan taking account of information about the knowledge and skills relevant to your:

a customer service role

b own preferred method of learning

c workload

d opportunities for learning on the job

e opportunities for learning off the job.

2 Your evidence of coaching may relate either to a single colleague or several colleagues who may be:

a new to the organisation or department

b new to the job, procedure or system

c experienced but seeking to refresh or improve their customer service skills.

What you must do

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

315.1 To develop your own customer service skills, you must:

315.1.1 agree with a manager or mentor the specific customer service skills you need in your customer service role

315.1.2 agree the actions you need to take to improve your customer service skills

315.1.3 draw up a personal development plan based on your agreed actions to improve your customer service skills

315.1.4 carry out your personal development activities and review your progress

315.1.5 obtain feedback from your manager or mentor about your customer service performance and update your personal development plan.

315.2 To plan the coaching of others in customer service, you must:

315.2.1 identify and agree with colleagues specific customer service skills and knowledge those colleagues need in their customer service role

315.2.2 identify opportunities for colleagues to take actions to develop their customer service skills

315.2.3 plan and organise activities and coaching sessions for colleagues to help them develop their customer service skills.

315.3 To coach others in customer service, you must:

315.3.1 coach colleagues to develop specific and agreed customer service skills

315.3.2 give colleagues the opportunity to practise skills, apply knowledge and gain experience to develop customer service competence

315.3.3 regularly check the progress of colleagues and modify your coaching as appropriate

315.3.4 give regular feedback to colleagues about the progress they are making

315.3.5 explain clearly to colleagues how ongoing support will be provided.

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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.

315.4 To understand how to develop your own and others' customer service skills, you must be able to:

315.4.1 describe organisational systems and procedures for developing your own and others' personal performance in customer service

315.4.2 explain how your behaviour impacts on others

315.4.3 explain how to review effectively your personal strengths and development needs

315.4.4 describe how to put together a personal development plan for yourself or a colleague that will build on strengths and overcome weaknesses in areas that are important to customer service

315.4.5 explain how to obtain useful and constructive personal feedback from others

315.4.6 describe how to respond positively to personal feedback

315.4.7 describe how to put together a coaching plan that will build on your strengths and overcome your weaknesses in areas that are important to customer service and your job role

315.4.8 explain how to give useful and constructive personal feedback to others

315.4.9 describe how to help others to respond positively to personal feedback.

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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