UNIT 318 (LEVEL 3 UNIT, 7 CREDITS) MONITOR THE QUALITY OF CUSTOMER SERVICE TRANSACTIONS

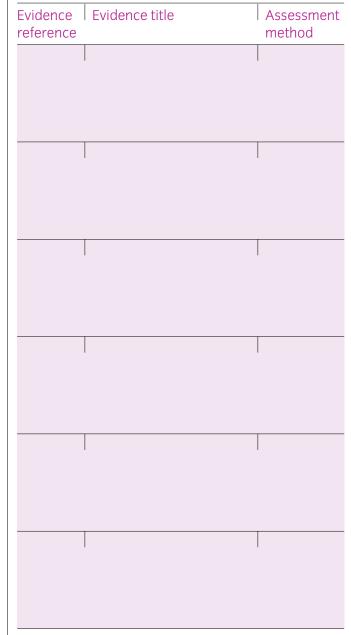
Elements in this unit

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

- **318.1** can prepare to monitor the quality of customer service transactions
- **318.2** can monitor the quality of customer service transactions
- **318.3** can give feedback on the quality of customer service transactions
- **318.4** understand how to monitor the quality of customer service transactions.

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'.



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 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.

There are no additional evidence requirements other than those expressed within the unit.

Assessment method key

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

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What you must do		318.2.3	observe or listen to a colleague dealing with a customer service transaction
Evidence reference should be entered in the shaded areas below. You must do all the points listed.			
318.1	To prepare to monitor the quality of customer service transactions, you must:	318.2.4	record your observations of a colleague's performance against agreed quality criteria
318.1.1	identify the criteria against which quality of customer service transactions will be monitored	318.2.5	make judgements about your colleague's quality of service delivery by allocating a performance rating against a defined and agreed rating scale
318.1.2	agree a sampling frame for monitoring customer service transactions	318.2.6	analyse and summarise your observations to identify patterns and trends in their colleague's performance.
318.1.3	follow organisational procedures to ensure		
	your monitoring plans are compliant with any need for staff and customers to know they are being observed	318.3	To give feedback on the quality of customer service transactions, you must:
318.1.4	identify ratings and scales against which quality of customer service transactions can be measured	318.3.1	engage with your colleague in preparation for giving feedback on the quality of their customer service delivery
	can be measured		
318.1.5	ensure that you are totally familiar with the customer service procedures for transactions you are monitoring.	318.3.2	provide positive feedback to your colleague by identifying features of customer service that they delivered particularly well
318.2	To monitor the quality of customer service transactions, you must:	318.3.3	give feedback to your colleague regarding features of their customer service delivery that would benefit from development
318.2.1	carry out spot checks on or observations of the quality of customer service transactions		
318 2 2	carry out planned and routine checks on	318.3.4	propose actions for coaching or training of a colleague in areas that would improve their customer service delivery
510.2.2	or observations of the quality of customer		
	service transactions	318.3.5	maintain records of customer service quality monitoring and action plans for improvements.

What you must know

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

- **318.4** To understand how to monitor the quality of customer service transactions, you must be able to:
- 318.4.1 review the criteria against which the quality of customer service delivery is judged in your organisation
- 318.4.2 describe ways to construct a representative sample of customer service transactions in order to monitor quality
- 318.4.3 explain the importance of compliance with guidelines about ensuring customers and colleagues know they are being observed to monitor quality of service
- 318.4.4 explain how to define ratings and scales against which customer service transactions can be judged
- 318.4.5 explain your organisation's procedures and guidelines for customer service delivery
- 318.4.6 describe ways to record details of customer service transactions you have observed in order to provide feedback
- 318.4.7 describe techniques for analysing and summarising observations in order to identify patterns and trends in customer service delivery
- 318.4.8 explain the importance of providing positive feedback to a colleague prior to identifying areas for improvement
- 318.4.9 describe sources of information about coaching and training options to improve customer service delivery

318.4.10 explain the importance of keeping detailed records of coaching and training relating to customer service delivery.

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.

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Signature of assessor	Date			
Countersignature of assessor	Date			
Signature of IV (if sampled)	Date			
Countersignature of IV	Date			
Signature of EV (if sampled)	Date			