Unit 212 Exceed customer expectations

UAN:	**Y/506/2135**
Level:	2
Credit value:	3
GLH:	15
Relationship to NOS:	This unit is linked to the Customers Service (2013) National Occupational Standards: • CFACSA9 Go the extra mile in customer service
Assessment requirements specified by a sector or regulatory body:	This unit is endorsed by Skills CFA Assessment Strategy Competence units (S/NVQ)
Aim:	This unit aims to develop the knowledge and skills required to exceed customer expectations. Upon completion of this unit, learners will be able to exceed customer expectations at work.

Learning outcome
The learner will: 1. understand how to exceed customer expectations
Assessment criteria
The learner can: 1.1 explain how customers form **expectations** of the service they will receive 1.2 explain **legislation, organisational policies and procedures** that can limit or vary the **service offer** 1.3 explain the types of actions that customers are likely to perceive as **adding value** 1.4 explain how to recognise when actions taken to offer added value could be built into the service offer.

Assessment guidance
Expectations: What the customer thinks they should experience or get. **Legislation:** eg • Sale of Goods Act (Sale and Supply of Goods to Consumers Regulations) • Trade Descriptions Act

- Equality Act

Organisational policies and procedures which relate to:

- roles and responsibilities showing limits of authority
- service offer
- handling of customer issues
- customer service policy

Service offer:
A service offer is what the organisation says it will offer its customers and is therefore what the customer comes to expect. A service offer covers eg the refund policy, its delivery times and the service it will offer.

Adding value:
Where the customer receives something they see as adding to the value of the product or service eg the offer of a two year free product guarantee can be seen by the customer as adding value to the product they are buying.

Evidence may be supplied by:

- professional discussion
- questioning
- reflective account
- legislation, organisational policies and procedures*

Learning outcome
The learner will: 2. be able to exceed customer expectations
Assessment criteria
The learner can: 2.1 Identify differences between customers' **expectations and needs** and the service offer 2.2 explain the service offer clearly and concisely to customers 2.3 identify options that offer added value without affecting other customers adversely 2.4 make offers to customers within their own authority levels 2.5 take action to ensure that customers are aware that offers made to them have added value and exceed the service offer 2.6 record agreements made and actions taken.

Assessment guidance
Expectations: What the customer thinks they should experience or get. **Needs:** What the customer must have/requires.

Evidence may be supplied by:

- observation
- witness testimony
- customer records*
- professional discussion
- questioning
- reflective account
- service offer*
- marketing materials
- documentation
- legislation, organisational policies and procedures*

Note: this unit is about delivering customer service that exceeds customer expectations.

Here the candidate will require to be observed over time delivering customer service that exceeds customer expectations but is within the limits of their authority. Witness testimonies can be added if necessary.

* While the candidate can provide a copy of the organisational policies and of the organisational ethical policy/requirements (or refer to them), this on its own is not sufficient. The candidate will require to demonstrate their application and be able to discuss them, showing understanding of how they are applied. This also applies to legal requirements.

Internal/organisational documentation need not be held in the candidate's portfolio but held in the workplace with reference made to where it can be found and its relevance to the criteria.