Unit 305/695 Understand the customer service environment

UAN:	**Y/506/2152**
Level:	3
Credit value:	5
GLH:	40
Assessment type:	E-volve or portfolio of evidence
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSA7 Live up to the brand promise when delivering customer service • CFACSA14 Use customer service as a competitive tool
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 knowledge and understanding regarding the customer service environment. Upon completion of this unit, learners will have developed an understanding of the structure of customer service and the key concepts and practices that underpin customer service delivery. Learners will be aware of the relationship between customer service and a brand and will understand the implications of legislation on customer service delivery.

Learning outcome
The learner will: 1. understand the concepts and practices underpinning customer service delivery
Assessment criteria
The learner can: 1.1 explain the value of customer service as a **competitive tool** 1.2 explain the process of **mapping the customer journey** and its importance in delivering effective customer service 1.3 describe **techniques** used to identify service failures 1.4 explain the **concept and importance** of the **service profit chain** 1.5 describe **methods** of measuring organisational effectiveness in the delivery of customer service.

Assessment guidance

Competitive tool:

- a way in which an organisation meets or beats the service offers of competitors
- a way an organisation can create support and loyalty and encourage retention

Mapping the customer journey:

- a way of gathering information to show customer interactions from the first instance through the entire customer transaction
- a strategy to show how a customer experiences the organisation from first impressions to after service needs

Techniques:

- analysis of complaints
- customer feedback
- market research
- sales figures
- returns
- staff monitoring
- mystery shoppers
- customer focus groups

Service profit chain - concept:

- a service profit chain establishes relationships between service, customer loyalty, customer satisfaction and profitability
- it shows how each link in the chain will affect the other

Service profit chain – importance:

- to understand how each part of the organisation effects the other
- to increase customer satisfaction and loyalty through consistent service

Methods:

- performance review
- KPIs
- sales/performance targets
- benchmarking against competitors
- analysing data ie customer feedback, reports

Learning outcome
The learner will: 2. understand the relationship between customer service and a brand.
Assessment criteria
The learner can: 2.1 explain the importance of a **brand** to customers and to an organisation 2.2 explain how branding can **influence customers' perception** of an organisation and its products and/or services 2.3 explain the potential impact of good and poor customer service on a brand.

Assessment guidance
Brand: • the impression projected by an organisation • used to give customers an idea of how the service will be delivered and what the organisation stands for • can include the way an organisation advertises, targets customers, displays products **Influence customer perception:** • affect the way in which a customer sees the organisation • affect a customer's decision to buy products or use services either positively or negatively

Learning outcome
The learner will: 3. understand the structure of customer service
Assessment criteria
The learner can: 3.1 explain the features of different **customer service models** and customer service standards 3.2 explain the **relationship** between customer service and operational areas of an **organisation** 3.3 explain the **relationship** between customer service and **continuous improvement processes** 3.4 explain the costs and benefits of customer service to an organisation 3.5 explain the impact of organisational values on how customers create their expectations 3.6 explain how **organisational values** impact on meeting customer expectations.

Assessment guidance
Customer service models: • customer focused model • sales focused model • customer experience model • price/convenience model **3.2 Relationship:** How customer service and its delivery effects the other areas of an organisation such as sales, marketing, finance, distribution. **3.3 Relationship** How customer service effects an organisation's ability to improve. **Continuous improvement processes:** An ongoing effort to improve products, services and service offer. eg • reviewing performance • target setting • implementing changes • analysing feedback **Organisational values:** • a belief of how an organisation should be operated • principles of delivery and service upheld throughout the organisation

Learning outcome
The learner will: 4. understand the implications of legislation on customer service delivery
Assessment criteria
The learner can: 4.1 explain the implications of **consumer-related legislation** on customer service delivery 4.2 explain the implications of confidentiality and **data protection legislation** for the collection, storage and use of customer information.

Assessment guidance
Consumer-related legislation: • Consumer Credit Act 2006 • Misrepresentation Act 1967 • Consumer Rights Act 2015 • Consumer Protection Act 1987 • Trades Descriptions Act 1968 **Data protection legislation:** • Data Protection Act 1998.

Additional Guidance if delivered as Portfolio based

Candidates will be expected to have carried out research on the range stated in each of the above learning outcomes.

Candidates will be required to submit a report of a minimum of 3000 words to a maximum of 5000 words based on their own organisation or organisation of their choice. Not all of the range shown in each learning outcome will be relevant to their organisation or the organisation they have chosen in the report. However, the report must show that candidates have developed an understanding of the key concepts and practices underpinning customer service and its delivery in relation to the business sector chosen.

Candidates will also be required to show the relationship between customer service and brand as well as the implications of legislation on customer service delivery.

Any necessary additional coverage could be generated through professional discussion.