Unit 309 Develop resources to support consistency of customer service delivery

UAN:	**Y/506/2166**
Level:	3
Credit value:	5
GLH:	21
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSA16 Build a customer service knowledge base
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 develop resources to support consistency of customer service delivery. Upon completion of this unit, learners will be able to create and maintain a customer service knowledge base and develop customer service resource materials.

Learning outcome
The learner will: 1. understand how knowledge resources are used to support customer service delivery
Assessment criteria
The learner can: 1.1 explain the structure of a customer service knowledge base 1.2 explain the **uses** of a customer service knowledge base 1.3 explain the use of customers' frequently asked questions to support customer service delivery 1.4 explain the **input and update routines** for adding to the knowledge base 1.5 explain the content requirements of resource materials and **how they should be expressed**.

Assessment guidance

Uses:

- allows staff to access information quickly to help improve their own knowledge
- allows staff to answer any customer questions
- covers frequently asked questions with answers that are available to customers
- ensures consistency in knowledge and service

Input and update routines:

How additions/changes are made according to organisational requirements.

How they should be expressed:

- layout
- format
- house style

Evidence may be supplied by:

- professional discussion
- reflective account
- report on developing or maintaining a customer service knowledge base
- questioning
- frequently asked questions and answers (FAQ)

Learning outcome

The learner will:

2. be able to create and maintain a customer service knowledge base

Assessment criteria

The learner can:

2.1 identify the **information** that should be included in a customer service knowledge base

2.2 confirm that a knowledge base is kept up to date

2.3 **promote** the contents and use of a knowledge base.

Assessment guidance

Information:

- frequently asked questions with answers (FAQ)
- user manuals
- processes and procedures
- tutorials/training notes
- new product/service information or updates

Promote:

eg:

- presentation
- newsletter
- email
- Intranet

Evidence may be supplied by:

- knowledge base content*
- observation
- witness testimony
- professional discussion
- reflective account
- report on developing or maintaining a customer service knowledge base
- questioning
- presentation or other mode of communication
- internal documentation*

Learning outcome
The learner will: 3. be able to develop customer service resource materials
Assessment criteria
The learner can: 3.1 describe the types of questions frequently asked by customers 3.2 identify the types of **resources** needed to support customer service delivery from an analysis of customer needs 3.3 identify **who** will use the resources and in what way 3.4 develop resources that meet organisational requirements 3.5 communicate the availability and nature of the resources to those who will use them

Assessment guidance

Resources:

- frequently asked questions with answers
- user manuals
- processes and procedures
- tutorials/training notes
- new product/service information or updates

Who:

- internal customers
- external customers

Evidence may be supplied by:

- evidence of questions asked
- witness testimony
- frequently asked questions
- professional discussion
- reflective account
- report on developing or maintaining a customer service knowledge base
- questioning
- analysis of customer feedback/questions asked/information requested
- knowledge base content*
- analysis of usage
- resources developed with reasoning

Note: here the candidate may prefer to produce a report that outlines how they worked their way through the unit. This report will require to be backed by additional evidence that provides confirmation that suitable knowledge base resources were developed to support consistency of customer service delivery (including witness testimonies).

*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.