Unit 311 Resolve customers' complaints

UAN:	**R/506/2151**
Level:	3
Credit value:	4
GLH:	22
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSC7 Process customer service complaints • CFACSC8 Handle referred customer complaints
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 resolve customers' complaints. Upon completion of this unit, learners will be able to deal with customers' complaints.

Learning outcome
The learner will: 1. understand the monitoring and resolution of customers' complaints
Assessment criteria
The learner can: 1.1 assess the suitability of a range of **monitoring techniques** for customers' complaints 1.2 explain how to identify those complaints that should prompt a review of the **service offer and service delivery** 1.3 explain **negotiating techniques** used to resolve customers' complaints 1.4 explain **conflict management techniques** used in dealing with upset customers 1.5 explain organisational procedures for dealing with customer complaints 1.6 explain when to escalate customers' complaints 1.7 explain the cost and regulatory implications of admitting liability on the basis of a customer complaint 1.8 explain the advantages and limitations of offering compensation or replacement products and/or services.

Assessment guidance

Monitoring techniques:

- customer feedback
- customer records
- sales
- returns

Service offer:

This details what an organisation will do for a customer, what level of customer service will be on offer and the limit of what will be offered. It also ensures consistency in the service offered.

Service delivery:

This is about getting the goods or services to the customer in the optimum or agreed timescale eg from the number of people who can be waiting in a queue at the till before assistance must be requested to the length of time callers should be waiting before answered or keeping to an agreed product delivery time.

Negotiating techniques:

- know what has to be achieved
- prepare for any discussion
- be confident
- share information
- listen
- be ready for compromise
- close with confirmation

Conflict management techniques:

- listen
- be assertive – not aggressive
- remain calm
- show understanding and be prepared to seek a solution
- consider a compromise
- recognise when it is not working and when to involve others

Evidence may be supplied by:

- professional discussion
- reflective account
- questioning
- organisational policies and procedures*
- conflict management techniques
- service offer
- refund policy
- knowledge base content*

Learning outcome
The learner will: 2. be able to deal with customers' complaints
Assessment criteria
The learner can: 2.1 confirm the nature, cause and implications of customers' complaints 2.2 take **personal responsibility** for dealing with complaints 2.3 communicate in a way that recognises customers' problems and understands their points of view 2.4 explain the advantages and limitations of different complaint response options to customers 2.5 explain the advantages and limitations of different complaint response options to the organisation 2.6 keep customers informed of progress 2.7 agree solutions with customers that address the complaint and which are within the limits of their own authority 2.8 record the outcome of the handling of complaints for future reference 2.9 adhere to **organisational policies and procedures, legal and ethical requirements** when dealing with customers' complaints.

Assessment guidance
Personal responsibility: Here you will be required to show you have taken responsibility for each of the complaints you have dealt with. You are not required to have resolved them all yourself but to take responsibility by eg escalating the issue, keeping the customer informed of progress and following up with the customer to ensure the complaint has been resolved. Resolved does not mean the customers' complaints have all been upheld but that the customer has been satisfied the complaints process has been carried out. **Organisational policies and procedures** which relate to: • roles and responsibilities showing limits of authority • service offer • handling of customer issues **Legal requirements:** eg • Sale of Goods Act (Sale and Supply of Goods to Consumers Regulations) • Trade Descriptions Act • Data Protection Act. **Ethical requirements:** • organisational principles • values • fairness

Evidence may be supplied by:

- observation
- witness testimony
- customer records*
- professional discussion
- questioning
- reflective account
- organisational policies and procedures*
- knowledge base content*
- service offer*
- refund policy*

Note: This unit is about resolving complaints, **not** customer problems which are covered in unit 323. Here candidates are required to recognise when a problem becomes a complaint and deal with it accordingly.

Here the candidate will require to be observed resolving customer complaints. Where complaints have arisen and the assessor has not been available, witness testimonies and other forms of evidence can be used.

*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.