Unit 312 Monitor the quality of customer service interactions

UAN:	**K/506/2172**
Level:	3
Credit value:	5
GLH:	27
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSD13 Monitor the quality of customer service transactions
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 monitor the quality of customer service interactions. Upon completion of this unit, learners will be able to prepare to, and execute, monitoring of the quality of customer service interactions.

Learning outcome
The learner will: 1. understand how to monitor the quality of customer service interactions
Assessment criteria
The learner can: 1.1 describe **techniques for monitoring** the quality of customer service interactions 1.2 explain organisational procedures and guidelines for customer service delivery 1.3 explain the advantages and limitations of different methods for monitoring the quality of customer service interactions 1.4 explain how to construct a representative sample of customer service interactions for monitoring purposes 1.5 explain how **data protection** legislation applies to monitoring the quality of customer service interactions 1.6 explain how monitoring actions taken can identify possible improvements in customer service interactions 1.7 explain **techniques to gather customer feedback**.

Assessment guidance
Monitoring techniques: • listening to calls • reviewing written communication • getting direct feedback from customers • use of mystery shoppers **Data Protection** Principles cover the collection and use of the data. **Techniques for gathering customer feedback:** • email • short surveys • full-length surveys • online • face to face interviews • focus groups • comment boxes/cards • social media • telephone • text **Evidence may be supplied by:** • professional discussion • reflective account • questioning • report on monitoring the quality of customer service interactions • organisational procedures and guidelines*

Learning outcome
The learner will: 2. be able to prepare to monitor the quality of customer service interactions
Assessment criteria
The learner can: 2.1 identify the **criteria** against which the quality of customer service interactions will be monitored 2.2 specify a **sampling frame** that would provide information to meet monitoring objectives 2.3 select **monitoring techniques** that are capable of collecting the required information 2.4 ensure that staff and customers are made aware of the fact that they will be monitored.

Assessment guidance
Criteria: • industry standards • codes of practice • organisational standards/service offer/customer charter

Sampling frame:
The source from which the sample is drawn. It is a collection of data from a sample.

Monitoring techniques:

- listening to calls
- reviewing written communication
- getting direct feedback from customers
- use of mystery shoppers

Evidence may be supplied by:

- observation
- witness testimony
- professional discussion
- questioning
- reflective account
- monitoring criteria
- sampling frame
- monitoring techniques
- report on monitoring the quality of customer service interactions
- organisational policies and procedures*

Learning outcome
The learner will: 3. be able to monitor the quality of customer service interactions
Assessment criteria
The learner can: 3.1 monitor the quality of **customer service interactions** with minimal disruption to business 3.2 assess the quality of customer service interactions against agreed criteria 3.3 identify patterns and trends in colleagues' performance 3.4 give constructive feedback to colleagues on the quality of customer service interactions.

Assessment guidance
Customer service interactions are either: • face-to-face • on the telephone • online • written • through social media **Evidence may be supplied by:** • observation • witness testimony • professional discussion • questioning • reflective account

- report on patterns and trends
- report on monitoring the quality of customer service interactions

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 they competently monitored the quality of customer service interactions.

*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.