Unit 323 Resolve customers' problems

UAN:	**K/506/2169**
Level:	3
Credit value:	4
GLH:	19
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSC5 Monitor and solve customer service problems
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' problems. Upon completion of this unit, learners will be able to deal with customers' problems.

Learning outcome
The learner will: 1. understand the monitoring and resolution of customers' problems
Assessment criteria
The learner can: 1.1 assess the suitability of a range of **techniques for monitoring** customer problems 1.2 explain how to use the resolution of customers' problems to improve products and/or services 1.3 explain how the successful resolution of customers' problems contributes to customer loyalty and **enhanced business performance** 1.4 explain the features of **negotiating techniques** used to resolve customers' problems.

Assessment guidance
Monitoring techniques: • customer feedback • customer records • sales • returns **Enhanced business performance** includes:

eg:

- meeting of targets
- improved sales figures
- reduction in complaints

Negotiating techniques:

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

Evidence may be supplied by:

- professional discussion
- reflective account
- questioning

Learning outcome
The learner will: 2. be able to deal with customers' problems
Assessment criteria
The learner can: 2.1 confirm the nature and cause of customers' **problems** 2.2 explain when customers' problems should be treated as complaints 2.3 explain the benefits to customers and the organisation of the options available to solve problems 2.4 explain the drawbacks to customers and the organisation of the options available to solve problems 2.5 explain to customers the options for resolving their problems 2.6 agree solutions that meet customers' and organisational requirements within their own levels of authority 2.7 inform colleagues of the nature of problems and actions taken 2.8 **evaluate** the effectiveness of the resolution of customers' problems 2.9 adhere to **organisational policies and procedures, legal and ethical requirements** when dealing with customers' problems.

Assessment guidance
Problems: Candidates must show evidence of having dealt with a number of customers and a number of problems over time. **Evaluate:** Evaluation of the effectiveness of the resolution of customers' problems will require to be clearly evidenced on each occasion.

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
- knowledge base content.*
- service offer*
- customer feedback.
- organisational policies and procedures*
- organisational ethical policies*

Note: this unit is about resolving customer problems and **not** about resolving complaints which is covered in unit 311.

Here the candidate will require to be observed resolving customer problems. Where problems have arisen and the assessor has not been available, witness testimonies 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.