Unit 402 Champion customer service

UAN:	**D/506/2153**
Level:	4
Credit value:	4
GLH:	17
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSA17 Champion customer service
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 provide the knowledge and skills required to champion customer service. Upon completion of this unit, learners will be able to identify the scope of customer service improvements.

Learning outcome
The learner will: 1. understand how to champion customer service
Assessment criteria
The learner can: 1.1 evaluate the importance of viewing operations from the customer's viewpoint 1.2 analyse the role of **service partners** in providing customer service 1.3 evaluate the effectiveness of **information collection systems** and reports 1.4 describe organisational decision-making processes and limits of their own authority 1.5 assess the suitability of a range of **monitoring techniques** to identify opportunities for customer service improvements 1.6 describe activities that give added value to the **service chain**.

Assessment guidance
Service partners: When two or more organisations or departments combine to provide effective customer service. Partners can be eg departments, suppliers. **Information collection systems:** eg • surveys

- focus groups
- informal customer feedback
- observation
- financial records

Monitoring techniques:
eg
- KPIs
- sales figures
- returns
- complaints
- observations

Service chain:
Is the sequence of services delivered by an organisation for each individual in order that a common goal is achieved.

Evidence may be supplied by:
- questioning
- professional discussion
- reflective account
- monitoring techniques
- report on championing customer service
- organisational policies and procedures*
- legislative and regulatory requirements*
- organisational documentation*

Learning outcome
The learner will: 2. be able to identify the scope for improvements to customer service
Assessment criteria
The learner can: 2.1 monitor customer service delivery to identify issues that are important to customer service 2.2 analyse the implications of improvements to customer service 2.3 identify customer service issues relating to new products and/or services 2.4 identify the strategic and managerial implications of changes to customer service and the service offer.

Assessment guidance
Evidence may be supplied by: • observation • witness testimony • questioning • professional discussion • reflective account • customer feedback • report on championing customer service • organisational policies and procedures*

- legislative and regulatory requirements*
- organisational documentation*

Learning outcome
The learner will: 3. be able to champion customer service
Assessment criteria
The learner can: 3.1 promote the role of customer service within an organisation's operational plans 3.2 inform individual staff members about their role in championing customer service 3.3 promote the benefits of effective customer service 3.4 provide **validated** customer service advice and information to colleagues 3.5 support others to identify areas for improvement to customer service 3.6 monitor the effectiveness of advice and information given 3.7 take actions to ensure that customer service delivery meets agreed standards

Assessment guidance

Validated:
Confirmed as accurate, authentic.

Evidence may be supplied by:

- observation
- witness testimony
- questioning
- professional discussion
- reflective account
- organisation's operational plans*
- customer feedback
- report on championing customer service
- organisational policies and procedures*
- legislative and regulatory requirements*
- organisational documentation*

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 championed customer service.

*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.