Unit 403 Review the quality of customer service

UAN:	**F/506/2176**
Level:	4
Credit value:	4
GLH:	20
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSB14 Review the quality of 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 review the quality of customer service. Upon completion of this unit, learners will be able to plan the measurement of customer service and evaluate the quality of customer service.

Learning outcome
The learner will: 1. understand how to review the quality of customer service
Assessment criteria
The learner can: 1.1 explain the value of measuring the quality of customer service 1.2 analyse the criteria for and factors involved in setting customer service standards 1.3 explain how to construct **representative samples** 1.4 analyse methods of **validating** information and information sources 1.5 explain how to set and use **customer service performance metrics** 1.6 explain the use of customer feedback in the measurement of customer service 1.7 analyse the advantages and disadvantages of a range of **data analysis methods**

Assessment guidance
Representative samples: are a small quantity of eg data, people who represent the entire batch, group from which they are drawn. The sample will depend on the original batch or group eg the number of people, their ages etc. **Validating:** • confirming accuracy • authenticity **Customer service performance metrics:** Measure the organisation's performance and activities. Examples could be focusing on customer satisfaction, the customer experience, resolution of problems and complaints. In a call centre environment it could be eg average wait time or calls abandoned. **Data analysis methods:** Quantitative and qualitative. **Evidence may be supplied by:** • questioning • professional discussion • reflective account • report on reviewing the quality of customer service • organisational policies and procedures* • legislative and regulatory requirements* • organisational documentation*

Learning outcome
The learner will: 2. be able to plan the measurement of customer service
Assessment criteria
The learner can: 2.1 identify the features of customer service against which customer satisfaction can be measured 2.2 select **data collection methods** that are valid and reliable 2.3 specify **monitoring techniques** that measure customer satisfaction 2.4 establish **evaluation objectives** and key performance indicators (KPIS) in the measurement of customer service 2.5 specify the information to be collected.

Assessment guidance
Data collection methods: eg • surveys • focus groups • informal customer feedback • observation **Monitoring techniques:** eg • KPIs • sales figures • returns • complaints **Evaluation objectives:** are what you want to gain from the measurement of customer service. They will enable you to reflect on possible future needs or change needed. **Evidence may be supplied by:** • observation • witness testimony • professional discussion • reflective account • customer feedback* • evaluation objectives • KPIs • report on building and maintaining effective customer relations • organisational policies and procedures* • legislative and regulatory requirements* • organisational documentation*

Learning outcome
The learner will: 3. be able to evaluate the quality of customer service
Assessment criteria
The learner can: 3.1 validate the information collected to identify useable data 3.2 use **information analysis methods** that are appropriate to the nature of the information collected 3.3 identify instances of effective customer service, shortfalls and gaps from the information analysis against agreed criteria 3.4 develop recommendations that address identified areas for improvement supported by evidence.

Assessment guidance

Information analysis methods:

- qualitative
- quantitative

Evidence may be supplied by:

- observation
- witness testimony
- questioning
- professional discussion
- reflective account
- customer feedback*
- information analysis
- report on building and maintaining effective customer relations
- 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 reviewed the quality of customer service over time.

*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.