

## Unit 405

## Develop a customer service strategy

<b>UAN:</b>	<b>R/506/2960</b>
<b>Level:</b>	4
<b>Credit value:</b>	6
<b>GLH:</b>	25
<b>Relationship to NOS:</b>	Customers Service (2013) National Occupational Standards: <ul style="list-style-type: none"><li>• CFACSD16 Develop a customer service strategy for a part of an organisation</li></ul>
<b>Assessment requirements specified by a sector or regulatory body:</b>	This unit is endorsed by Skills CFA Assessment Strategy Competence units (S/NVQ)
<b>Aim:</b>	This unit aims to provide the knowledge and skills required to develop customer service strategy. Upon completion of this unit, learners will have an understanding of the development of a customer service strategy and will be able to develop a customer service strategy.

<b>Learning outcome</b>
The learner will: <ol style="list-style-type: none"><li>1. understand the development of a customer service strategy</li></ol>
<b>Assessment criteria</b>
The learner can: <ol style="list-style-type: none"><li>1.1 explain the relationship between a customer service strategy and the organisation's overall business strategy</li><li>1.2 assess <b>sources of information</b> about customers and their expectations</li><li>1.3 analyse the value of customer loyalty</li><li>1.4 evaluate practices that can help build customer loyalty</li><li>1.5 explain the components of an effective customer service strategy</li><li>1.6 explain the relationship between customer expectations and the service offer as defined in the business strategy.</li></ol>

<b>Assessment guidance</b>
<b>Sources of information:</b> eg <ul style="list-style-type: none"><li>• customer information held internally</li><li>• customer feedback from eg direct mailings, surveys</li></ul>

- social media

**Service offer:**

is what the organisation says the level of customer service is it will offer

**Evidence may be supplied by:**

- questioning
- professional discussion
- reflective account
- sources of information
- customer service strategy
- organisational policies and procedures\*
- legislative and regulatory requirements\*
- organisational documentation\*

**Learning outcome**

The learner will:

2. be able to develop a customer service strategy

**Assessment criteria**

The learner can:

- 2.1 evaluate current thinking on good practice in customer service from research
- 2.2 identify organisational values, aims and objectives to be considered in developing the customer service strategy
- 2.3 assess the implications of **legal and regulatory requirements, codes of practice and ethical considerations** for customer service
- 2.4 develop a customer service strategy that is consistent with best practice and organisational values, aims and objectives
- 2.5 analyse the roles of those responsible for achieving different parts of the customer service strategy
- 2.6 specify mechanisms to evaluate the customer service strategy
- 2.7 evaluate the implications of a customer service strategy for the organisation
- 2.8 obtain approval for the customer service strategy from decision makers.

**Assessment guidance**

**Legal requirements:**

eg

- Sale of Goods Act (Sale and Supply of Goods to Consumers Regulations)
- Trade Descriptions Act
- Data Protection Act
- Equality Act

**Codes of practice:**

A clear guide of what should be done often set by industry or professional bodies.

**Ethical requirements:**

- organisational principles
- values
- fairness

**Evidence may be supplied by:**

- observation
- witness testimony
- questioning
- professional discussion
- reflective account
- sources of information
- customer service strategy
- report on developing a customer service strategy
- 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 developed a customer service strategy. Note; although the candidate is only required to develop a customer service strategy and not implement it, they are required to obtain approval for it from decision makers in the organisation.

\*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.