Unit 405 Develop a customer service strategy

UAN:	**R/506/2960**
Level:	4
Credit value:	6
GLH:	25
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSD16 Develop a customer service strategy for a part of an organisation
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 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.

Learning outcome
The learner will: 1. understand the development of a customer service strategy
Assessment criteria
The learner can: 1.1 explain the relationship between a customer service strategy and the organisation's overall business strategy 1.2 assess **sources of information** about customers and their expectations 1.3 analyse the value of customer loyalty 1.4 evaluate practices that can help build customer loyalty 1.5 explain the components of an effective customer service strategy 1.6 explain the relationship between customer expectations and the service offer as defined in the business strategy.

Assessment guidance
Sources of information: eg • customer information held internally • customer feedback from eg direct mailings, surveys

- 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.