Unit 407 Manage the use of technology to improve customer service

UAN:	**Y/506/2183**
Level:	4
Credit value:	4
GLH:	14
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSD18 Apply technology or other resources to improve 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 manage the use of technology to improve customer service. Upon completion of this unit, learners will be able to identify opportunities for customer service improvement through the use of technology and consequently implement changes in technology to improve customer service.

Learning outcome
The learner will: 1. understand how to manage the use of technology to improve customer service
Assessment criteria
The learner can: 1.1 analyse developments in **information and communication technology** that relate to customer service 1.2 analyse the features, functions and implications of technology for customer service delivery 1.3 explain how to monitor the use of technology to improve customer service.

Assessment guidance
Information and communication technology: • customer relationship and information management systems • internet and intranet and social media • self-service in supermarket shopping • click and drop • click and pick-up **Evidence may be supplied by:** • questioning • professional discussion • reflective account • organisational policies and procedures* • legislative and regulatory requirements* • organisational documentation*

Learning outcome
The learner will: 2. be able to identify opportunities for customer service improvement through the use of technology
Assessment criteria
The learner can: 2.1 review the effectiveness of customer service delivery against agreed criteria 2.2 identify how customer service delivery could be improved by the introduction or adaptation of technology 2.3 assess the costs of changes in the use of technology to improve customer service delivery 2.4 make recommendations for changes in the use of technology through a **costed business case.**

Assessment guidance
Costed business case: A fully documented business case including costs has to be produced. **Evidence may be supplied by:** • observation • witness testimony • questioning • professional discussion • reflective account • business case • report on managing the use of technology to improve customer service • organisational policies and procedures* • legislative and regulatory requirements* • organisational documentation*

Learning outcome
The learner will: 3. be able to implement changes in technology to improve customer service
Assessment criteria
The learner can: 3.1 plan the implementation of changes in the use of technology in a way that minimises disruption to business 3.2 update colleagues on the implementation and expected benefits of new technology 3.3 provide staff with training in the use of new technology 3.4 monitor the implementation of changes in the use of technology in line with the plan 3.5 evaluate the effectiveness of changes in the use of technology against agreed evaluation criteria.

Assessment guidance
Evidence may be supplied by: • observation • witness testimony • questioning • professional discussion • reflective account • implementation plan • training documentation • analysis of effectiveness • report on managing the use of technology to improve 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 managed the use of technology to improve customer service. This will include the need to implement and monitor changes in the use of technology. *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.