Unit 409 Develop customer service through social media

UAN:	**H/506/2963**
Level:	4
Credit value:	5
GLH:	16
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSA20 Champion the use of social media to build customer trust and enhance brand value
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 through social media. Upon completion of this unit, learners will be able to identify the scope for improvements to customer service through the use of social media and will be able to develop customer service provision through social media networks.

Learning outcome
The learner will: 1. understand the use of social media for customer service
Assessment criteria
The learner can: 1.1 assess the role of social media in achieving organisational objectives 1.2 describe how **mainstream and niche social media platforms** are used by customers 1.3 explain the **legislation and regulations** that affect the use of social media 1.4 explain the **etiquette** required when engaging customers via different social media platforms 1.5 explain how to establish **key performance indicators (KPIS)** to measure improvements in customer service performance.

Assessment guidance

Mainstream:
eg

- Facebook
- LinkedIn
- Twitter

Niche social media platforms:
are lesser known social media networks that cater for specialist areas of interest eg in music, animals, hobbies. At least **three** of each must be described.

Legislation and Regulations:
eg

- Data Protection Act
- Human Rights Act
- The Regulation of Investigatory Powers Act

Etiquette
What you should and shouldn't do:

- be professional
- remember you are acting on behalf of the business not in a social capacity
- remember it is a business communication and think about what you would write in eg a letter etc. and what you wouldn't write
- keep it short and to the point
- don't put anything in you wouldn't say face to face
- think about your audience
- think about what you want to put across
- remember to check the spelling and grammar

Key performance indicators (KPIs):
are targets, goals and what they are will depend on what has to be measured.

Evidence may be supplied by:

- questioning
- professional discussion
- reflective account
- organisational policies and procedures*
- legislative and regulatory requirements*
- customer records*
- organisational documentation*

Learning outcome
The learner will: 2. be able to identify the scope for improvements to customer service through the use of social media
Assessment criteria
The learner can: 2.1 identify social media platforms that are most likely to be used by the organisation's customers 2.2 identify **developments** within the organisation that could benefit from promotion through social media networks 2.3 analyse how the organisation and its competitors use social media 2.4 develop profiles of how customers and potential customers use social media 2.5 define improvements to customer service that could be achieved through the organisation's use of social media 2.6 specify objectives and organisational policy for participating in social media networks.

Assessment guidance
Developments: eg • introducing new products/services • gaining feedback on new products/services • gaining customer feedback on existing products and services • obtaining feedback on what customers want • introduction of new procedures • feedback on new procedures • improving customer contact • promotion of business to a new market • desire to increase methods of communication to include social media **Evidence may be supplied by:** • observation • witness testimony • questioning • professional discussion • reflective account • profiles • report on developing customer service through social media • organisational policies and procedures* • legislative and regulatory requirements* • customer records* • organisational documentation*

Learning outcome
The learner will: 3. be able to develop customer service provision through social media networks
Assessment criteria
The learner can: 3.1 develop a plan for the **enhanced use** of social media to deliver customer service based on analyses of data gathered and profiles 3.2 allocate responsibilities for making improvements to customer service through the use of social media 3.3 develop procedures for providing customer service to customers via social media networks in line with organisational guidelines 3.4 measure the impact and effectiveness of the use of customer service through social media networks against agreed criteria.

Assessment guidance
Enhanced use: is what can additionally be done through social media. **Evidence may be supplied by:** • observation • witness testimony • questioning • professional discussion • reflective • profiles • enhanced usage plan • procedures developed • report on developing customer service through social media • organisational policies and procedures* • legislative and regulatory requirements* • customer records* • 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 customer service in the organisation through social media. *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.