

UNIT 261 (LEVEL 2 UNIT, 6 CREDITS)

RESOLVE CUSTOMER SERVICE PROBLEMS

This unit is about what to do when it is difficult to meet customer expectations. Even if the service is excellent, some customers experience problems. This unit is particularly important because many customers judge how good the customer service of the organisation is by the way problems are handled.

This unit has four learning outcomes:

1. Spot customer service problems
2. Pick the best solution to resolve customer service problems
3. Take action to resolve customer service problems
4. Know how to resolve customer service problems.

UNIT 261 (2GEN5)

RESOLVE CUSTOMER SERVICE PROBLEMS

Evidence

This space is to record your evidence for this unit. The criteria that you should be able to record are within the learning outcomes.

No	Method	Summary of evidence, or portfolio reference	Assessor initials
1			
2			
3			
4			

Photocopy if required

***Assessment method key:** **O** Observation; **PD** Professional discussion; **Q** Questioning; **WP** Work product; **WT** Witness testimony; **Oth** Other

What you must do

You must show that you can perform consistently to the same standard. This will be assessed by your assessor using various methods which must include observation of your performance.

(OUTCOME 1)

Circled numbers
must be observed

	1	2	3	4
1 Listen carefully to customers about any problem they have raised	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 Ask customers about the problem to check their understanding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 Recognise repeated problems and alert the appropriate authority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 Share customer feedback with others to identify potential problems before they happen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 Identify problems with systems and procedures before they begin to affect customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(OUTCOME 2)

Circled numbers
must be observed

	1	2	3	4
6 Identify the options for solving a customer service problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7 Work with others to identify and confirm the options to resolve a customer service problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8 Work out the advantages and disadvantages of each option for their customer and the organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9 Pick the best option for their customer and the organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10 Identify for their customer other ways that problems may be resolved if they are unable to help.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(OUTCOME 3)

Circled numbers
must be observed

	1	2	3	4
11 Discuss and agree the options for solving the problem with their customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12 Take action to implement the option agreed with their customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13 Work with others and their customer to make sure that any promises relating to solving the problem are kept	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14 Keep their customer fully informed about what is happening to resolve the problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15 Check with their customer to make sure the problem has been resolved to the customer's satisfaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16 Give clear reasons to their customer when the problem has not been resolved to the customer's satisfaction.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

UNIT 261 (2GEN5)

RESOLVE CUSTOMER SERVICE PROBLEMS

What you must cover

Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this unit.

1 2 3 4

Resolving problems

You must provide evidence of resolving problems involving each of the following:

- | | | | | | |
|----------|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | a problem first identified by customers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | a problem identified within the organisation before it has affected your customer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | a problem caused by differences between your customer's expectations and what your organisation can offer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | a problem caused by a system or procedure failure | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | a problem caused by a lack of resources or human error | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Information and procedures

You must provide evidence that you:

- | | | | | | |
|----------|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | supplied relevant information when customers have requested it | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | supplied relevant information when customers have not requested it | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | have used agreed organisational procedures when solving problems | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | have made exceptions to usual practice with the agreement of others | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

What you must know

Evidence for this section can be collected in a variety of ways. Your assessor will discuss with you how to collect and record this information.

(OUTCOME 4)

To understand how resolve customer service problems you need to:

- | | |
|-----------|---|
| K1 | Describe organisational procedures and systems for dealing with customer service problems |
| K2 | Explain how to defuse potentially stressful situations |
| K3 | Describe how to negotiate |
| K4 | Identify the limitations of what you can offer their customer |
| K5 | Describe types of action that may make a customer's problem worse and should be avoided. |

