

# ASTCS31

## Resolve customer service problems



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### Overview

This unit has been imported from the Institute of Customer Service (ICS) NOS for Customer Service Unit 31

This unit is all about what to do when it is difficult to meet customer expectations.

Even if the service you give is excellent, some customers will experience problems. Part of your job is to help to resolve those problems. A problem is anything that means customer expectations are not being met. This may be because your customer's expectations involve more than you can offer or because your service procedures have not been followed.

Some problems are reported by customers and sometimes you spot the problem first and resolve it before your customer has even noticed.

As soon as you are aware of a problem, you need to consider the options and then choose a way to put it right.

This Unit is particularly important in customer service because many customers judge how good the customer service of your organisation is by the way problems are handled.

Customer service standards

When you resolve customer service problems you must consistently:

There are three elements:

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

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### Performance criteria

*You must be able to:*

#### **Spot customer service problems**

- P1 listen carefully to your customers about problems they have raised.
- P2 ask your customers about the problem to check your understanding
- P3 recognise repeated problems and alert the appropriate authority
- P4 share customer feedback with others to identify potential problems before they happen
- P5 identify problems with systems and procedures before they begin to affect your customers

#### **Pick the best solution to resolve customer service problems**

- P6 identify the options for resolving a customer service problem
- P7 work with others to identify and confirm the options to resolve a customer service problem
- P8 work out the advantages and disadvantages of each option for your customer and your organisation
- P9 pick the best option for your customer and your organisation
- P10 identify for your customer other ways that problems may be resolved if you are unable to help

#### **Take action to resolve customer service problems**

- P11 discuss and agree the options for solving the problem with your customer
- P12 take action to implement the option agreed with your customer
- P13 work with others and your customer to make sure that any promises related to solving the problem are kept
- P14 keep your customer fully informed about what is happening to resolve problem
- P15 check with your customer to make sure the problem has been resolved to their satisfaction
- P16 give clear reasons to your customer when the problem has not been resolved to their satisfaction

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### Knowledge and understanding

*You need to know and understand:*

- K1 organisational procedures and systems for dealing with customer service problems
- K2 how to defuse potentially stressful situations
- K3 how to negotiate
- K4 the limitations of what you can offer your customer

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### **Additional Information**

#### **Key words and phrases for this unit**

- Listening
- Recognise repeated problems
- Share feedback
- Choose amongst options
- Work with others
- Resolve problems
- Check progress
- Give explanation

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**Developed by** Asset Skills

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**Version number** 1

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**Date approved** November 2009

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**Indicative review date** November 2011

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**Validity** Current

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**Status** Imported

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**Originating organisation** ICS

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**Original URN** Unit 31

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**Relevant occupations** Business, Administration and Law; Agriculture; Managers and Proprietors in Hospitality and Leisure Services; Urban, rural and regional planning; Administration; Law and legal services; Managers in Farming, Horticulture, Forestry and Fishing; Legal Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Administration and Secretarial Occupations; Government and Related Organisations; Business and Finance Associate Professionals

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**Suite** Local Land Charges and Property Information 2009

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**Key words** customer expectations, resolve, service, procedures

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