

ASTFM317

Remote support for products or services



Overview

This unit has been imported from E-skills (Unit D/500/7217)

This is the provision of remote support in a controlled environment to customers (internal or external) relating to products or services. It involves the gathering of information and the provision of assistance and advice to support the customer.

This will typically be carried out as a contact centre (including technical help desk) activity.

Remote support will normally include:

1. Communication with customers
2. Providing information or advice
3. Resolution or escalation of problems
4. Maintenance of records e.g. users, problems, resolutions

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Performance criteria

Communicating information

Communicating product or service information in a positive and professional way with the customer

You must be able to:

- P1 identifying customers needs
- P2 accurately collecting and logging relevant information from the customer
- P3 providing product and service features to customers
- P4 ensuring customer understanding of the information provided
- P5 categorising requests and directing customers appropriately
- P6 managing customer expectations (e.g. by confirming outcomes, timescales or costs)
- P7 discussing advantages and disadvantages of complex products and services
- P8 discussing how the service product best fits the customer's needs
- P9 keeping customer informed on progress
- P10 asking effective and appropriate probing questions

Complaint handling

The handling and resolution of customer issues in a constructive manner that ensures customers satisfaction

You must be able to:

- P11 using probing questions
- P12 displaying patience and understanding with demanding or emotional customers
- P13 diffusing volatile situations using appropriate communication techniques
- P14 delivering difficult messages to customers and explaining the reasons behind the decision
- P15 assessing priority of complaints
- P16 resolving routine complaints

Compliance with customer support requirements

Activities concerned with ensuring compliance with organisational requirements for provision of customer support

You must be able to:

- P17 participating in audits of working practices and monitoring of work
- P18 gathering and recording information on customer support provision

Confirming customer identity and validating requests

Ensuring customer information used or given is correct

You must be able to:

- P19 using specified methods and sources (e.g. post code, contract list, username)

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- P20 escalating invalid requests
- P21 informing customer when authorisation criteria are not met
- P22 investigating discrepancies between detail provided and authorisation criteria

Knowledge and understanding

You need to know and understand:

- K1 the products or services to be supported
- K2 organisational requirements for customer care

Organisational requirements for customer care

These are the objectives, procedures, processes or guidelines for customer care as defined by the organisation

These must include procedures or processes for compliance with all relevant legislation or regulations

Customer service procedures (e.g. how to log customer information, how to initiate service calls, how to complete a sale)

You need to know and understand:

- K3 authorisation procedures (e.g. how to confirm caller identity, how to validate requests)
- K4 escalation, resolution and complaint handling
- K5 quality assurance procedures
- K6 compliance with relevant legislation and regulations (e.g. data protection, financial services)
- K7 maintenance and communication of organisational brand or image
- K8 organisational aims and objectives

Products or services

Features, benefits or uses of products or services

You need to know and understand:

- K9 how to identify the products or services
- K10 basic features and uses of the products or services
- K11 standard responses to frequently asked requests
- K12 benefits of the products and services
- K13 frequently used product or service options
- K14 standard features and common uses of the products or services
- K15 advanced features, benefits and options of products and services
- K16 how to identify alternative products or services to meet customers' needs
- K17 how the products or services interact with others commonly available
- K18 where to obtain information on infrequently used product or service features or options
- K19 the impact of introducing new products and services

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