

# ASTPSSF1

## Prepare yourself to deliver good Customer Service



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### Overview

This Unit sits within the Customer Service Theme of Customer Service Foundations. This Theme covers the language and concepts of Customer Service as well as the organisational context and the external environment in which you have to work.

This unit is all about how your organisation works, what it does and where you fit into that.

You need to know how your organisation works to provide good customer service. This means understanding who does what and being able to explain it to customers or colleagues. It also means you must understand what your role is within the organisation and what is expected of you. Each organisation offers a different package of products and services to its customers so you must understand and be able to explain what yours offers.

To provide good customer service you need to know and understand these things and use that knowledge skilfully

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### Performance criteria

### Describe the customer service of your organisation to customers and/or colleagues

*You must be able to:*

- P1 explain what your organisation does and the types of customers it has
- P2 describe who s who and who does what to provide customer service
- P3 describe who to go to for information or help when dealing with customer service
- P4 give examples of the kinds of information your colleagues may need from you so that they can give good service to customers
- P5 give examples of the ways an organisation could build a good reputation and the ways a reputation could be damaged
- P6 explain why company procedures are important to good customer service

### Describe your organisation s products or services to customers and/or colleagues

*You must be able to:*

- P7 list your organisation's services or products
- P8 answer simple customer questions about your organisations products or services
- P9 explain why good customer service is important for your organisation
- P10 explain the effects of providing poor customer service
- P11 explain how your job is important in providing good customer service
- P12 explain how you keep information about products or services updated
- P13 describe how you would know when a new or additional service or product is available

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### Knowledge and understanding

*You need to know and understand:*

- K1 what the organisation does
- K2 what services or products the organisation provides
- K3 what the key features of the organisations services or products are
- K4 what the key benefits of the organisation s services or products are
- K5 what the structure of the organisation is
- K6 what a customer is
- K7 who the organisations customers are
- K8 what building an organisations reputation means
- K9 what can damage an organisations reputation
- K10 what customer service is
- K11 how customer satisfaction depends on customer expectations and service delivery
- K12 how customer service affects the success of the organisation
- K13 the key customer service requirements of the job
- K14 how company procedures contribute to consistent and reliable customer service
- K15 the kinds of information the organisation keeps about its customers

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### Additional Information

#### Glossary

1. what the organisation does
2. types of customers
3. know where to find help
4. give information
5. receive information
6. build a reputation
7. company procedures
8. services or products
9. answer questions
10. good customer service
11. poor customer service
12. keep information up to date

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**Suite** Supporting Public Services (PSSF)

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**Key words** Customers, Products, Colleagues, Organisation, Services