

CFABAC122

Deliver, monitor and evaluate customer service to external customers



Overview

Deliver, monitor, evaluate and improve services to meet external customer needs.

Links: Customer Service, Communications

Specific skills:

1. evaluating
2. monitoring
3. problem solving
4. questioning
5. listening
6. negotiating

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Performance criteria

You must be able to:

Identify customer needs and expectations

- P1 build positive working relationships with external customers
- P2 manage expectations of external customers to make sure they are realistic
- P3 identify and confirm external customer needs
- P4 agree timescales and quality standards with external customers

Deliver customer services

- P5 provide services to agreed timescales and quality standards and follow procedures if these are not achieved
- P6 check external customer needs and expectations are met
- P7 follow the correct procedures to handle complaints in a professional manner and to a given timescale

Monitor and evaluate customer services

- P8 obtain and record external customer feedback
- P9 analyse and evaluate external customer feedback
- P10 take action to improve service to external customers

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Knowledge and understanding

You need to know and understand:

- K1 the types of products and services offered by your organisation relevant to external customers
- K2 what is meant by external customer service
- K3 the purpose and benefits of delivering external customer service that meets or exceeds external and customer expectations
- K4 how to build positive working relationships with external customers
- K5 how to manage external customer expectations
- K6 the purpose and benefits of identifying and confirming external customer needs
- K7 the types of quality standards appropriate to own responsibilities
- K8 how to set and meet timescales and quality standards with external customers
- K9 the purpose and benefits of monitoring external customer satisfaction and how to do so
- K10 the types of problems that external customers may experience and how to process and resolve or refer them
- K11 the correct procedures to follow when handling complaints
- K12 the techniques for collecting and analysing external customer feedback
- K13 the purpose and benefits of continuous improvement

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