
Overview

What this standard is about

Contact centres by definition have customer contact at the core of their work. Whatever services and/or products are being provided by a contact centre, there will be a wish to make the contact as positive and respectful as possible. Customer service will be built into policies and procedures and provide guidelines and pointers for how you can make the best out of the customer contact. In many contact centres customer focus is a key part of the culture whilst ensuring that the service is efficient.

This standard is about the customer service actions you need to take when carrying out basic contact centre activities.

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Contribute to customer service in a contact centre

Performance criteria

You must be able to:

Communicate clearly to meet customer expectations

- P1 Greet a customer following organisational guidelines
- P2 Provide your customer with basic information about services and/or products
- P3 Respond to simple questions from your customer about services and/or products
- P4 Check your customer's understanding of the information you have given
- P5 Close the customer contact following organisational guidelines

Meet organisational and regulatory requirements during customer contact

- P6 Describe the organisational and regulatory restrictions on how you deal with customers
- P7 Deal with customers within organisational and regulatory restrictions
- P8 Provide customers with information within your job restrictions
- P9 Explain to customers why you are limited in the information you can give
- P10 Meet customer expectations of respect and politeness when delivering service within defined limits

Gather specified customer satisfaction information

- P11 Check during a customer contact that your customer is satisfied with the information you have given
- P12 Identify customer satisfaction questions that you are required to ask
- P13 Ask customers specified questions about their level of satisfaction with service through the contact centre
- P14 Record responses to customer satisfaction questions following organisational guidelines
- P15 Identify customer problems or negative comments and refer to a colleague with appropriate authority where necessary

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Knowledge and understanding

You need to know and understand:

- K1 The services and/or products offered by your contact centre
- K2 How customer satisfaction can be influenced by your behaviour towards the customer
- K3 Organisational and external regulations that place limits on the customer service you can provide
- K4 The importance of showing respect and politeness when dealing with customer contacts through a contact centre
- K5 Organisational guidelines on how to address customers from a contact centre
- K6 Procedures for making a routine check of customer satisfaction during a customer contact
- K7 Questions to ask a customer to check their level of customer satisfaction
- K8 How to record customer responses to questions about customer satisfaction
- K9 Who to refer customer problems to if they are revealed during a check of customer satisfaction or during regular customer contact

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