

CFACC14

Deliver customer service through a contact centre



Overview

What this standard is about

Whatever aims and objectives a contact centre is pursuing; individual customer contacts are expected to provide professional customer service. Customer satisfaction can be met through both the services and/or products they receive if their experience during their contact with the centre is carried out with respect. Communication is at the heart of customer experience so agents must create professional interpersonal contact with their customers. This also involves active listening skills to identify formal and informal feedback on customer experiences. All customer service delivered by a contact centre is subject to organisational and external requirements and constraints.

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Performance criteria

You must be able to:

Communicate and establish rapport with customers using a contact centre

- P1 Follow organisational guidelines for greeting and identifying customers of a contact centre
- P2 Use opening exchanges to establish a shared understanding with a customer
- P3 Explain features and/or benefits of services and/or products to customers
- P4 Provide information in response to customer enquiries and requests
- P5 Check customer understanding of the information you have given through questions
- P6 Discuss issues or queries with customers to identify options to resolve them
- P7 Reinforce the communication with your customer by closing the contact with an appropriate exchange

Follow organisational procedures and requirements to deliver customer service in a contact centre

- P8 Establish the precise limits of your authority when dealing with customers
- P9 Explain to customers when you must pass on a contact because you do not have appropriate authority
- P10 Comply with regulatory requirements during customer contact
- P11 Explain regulatory constraints to customers when they affect the customer service you can offer to them
- P12 Use different sources of information to check and update your knowledge and understanding of organisational and regulatory requirements

Obtain and use information from customers to support customer service delivery through a contact centre

- P13 Question customers to obtain information that supports your customer service delivery
- P14 Use active listening to identify precisely your customer's queries or requests
- P15 Check what you have understood from your customer by summarising their queries or requests
- P16 Keep records of customer queries or requests following organisational

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procedures

P17 Use information collected from customers to adapt and improve your customer service delivery

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Knowledge and understanding

You need to know and understand:

- K1 Features and/or benefits of the services and/or products offered or supported by the contact centre
- K2 Organisational limits to offers you can make to customers regarding services and/or products, packages and proposals
- K3 The limits of your personal authority when dealing with customers
- K4 Who you can refer to if your personal authority is exceeded during customer contact
- K5 Organisational guidelines for addressing and identifying customers
- K6 Interpersonal conversation techniques that form a shared understanding with a customer
- K7 The importance of checking customer understanding of information you have given them
- K8 Types of issue or problem that you are able to deal with directly
- K9 The importance of closing a customer contact in a professional way
- K10 Sources of information to check and update your knowledge and understanding of organisational and regulatory requirements
- K11 The meaning and importance of active listening when interacting with customers
- K12 Organisational requirements for record-keeping on customer contacts and customer feedback

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Developed by	CfA Business Skills @ Work
Version number	1.0
Date approved	May 2011
Indicative review date	May 2014
Validity	Current
Status	Original
Originating organisation	CfA Business Skills @ Work
Original URN	N/A
Relevant occupations	Operator, centre, contact, Adviser, Agent
Suite	Contact Centre 2011
Key words	Contact Centre, customer service, customer contact, communication, organisational procedures, customer information