

# CFACC15

## Supervise customer service activities in a contact centre team



---

### Overview

#### What this standard is about

Customer service is at the heart of each contact centre's business. Whether the centre is providing information and support, is involved in sales or is dealing with emergency service support, customer satisfaction with the service is extremely important. Effective customer service and effective delivery of contact centre service both involve teamwork. Each team role involves customer service responsibilities. Dealing with complex customer service issues, monitoring customer service compliance and performance, analysing and reporting on customer service all require leadership and coordination.

# CFACC15

## Supervise customer service activities in a contact centre team

---

### Performance criteria

*You must be able to:*

#### **Take a lead on complex customer contacts**

- P1 Communicate with customers to resolve difficulties relating to customer identification and validation
- P2 Deal with complex customer contacts referred from colleagues without appropriate authority
- P3 Engage with customers who make complex enquires about services and/or products
- P4 Follow organisational procedures to support colleagues in customer service delivery
- P5 Deal with customer problems and complaints within your own authority level
- P6 Deal with customer interaction that requires repeated contact
- P7 Identify and report customer issues that might impact on overall customer service delivery

#### **Monitor customer service performance and compliance with organisational and regulatory requirements**

- P8 Identify key performance indicators for customer service through a contact centre
- P9 Implement monitoring activities to test customer service performance through key performance indicators
- P10 Validate monitoring data of customer service performance against other available evidence
- P11 Identify key organisational and regulatory compliance requirements for customer service
- P12 Check customer service delivery through monitoring data for organisational and regulatory compliance
- P13 Inform colleagues of monitoring results in order to identify actions for improvement

# CFACC15

## Supervise customer service activities in a contact centre team

---

### Knowledge and understanding

*You need to know and understand:*

- K1 Details of the services and/or products offered or supported by the contact centre
- K2 Details of the organisational and regulatory requirements on customer service delivery in the contact centre
- K3 Organisational customer service aims and objectives and the service offer of the contact centre
- K4 Organisational customer service procedures for customer contacts through the contact centre
- K5 Organisational procedures and requirements for identification and validation of customers
- K6 The importance of supporting colleagues by dealing with customer queries and issues that are outside the limits of their authority
- K7 Limits of personal authority for dealing with customer problems and complaints
- K8 How to identify individual customer issues that may impact on overall customer service
- K9 The design of key performance indicators (KPIs) and how to monitor them
- K10 The importance of informing colleagues of service monitoring results
- K11 Methods of collecting structured feedback from customers

# CFACC15

## Supervise customer service activities in a contact centre team

---

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