

CFACC16

Manage customer service delivery in a contact centre



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 is delivered through teamwork with agents and team leaders both having a part to play. There must also be overall management of the customer service activity. This involves managing escalation procedures for all difficult customer issues, monitoring and analysing customer service performance and customer feedback, reviewing and updating customer service procedures and compliance requirements.

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Performance criteria

You must be able to:

Manage escalation processes for difficult customer service issues in a contact centre

- P1 Identify and agree authority boundaries for staff dealing with complex customer issues, concerns or complaints
- P2 Confirm boundaries of authority with colleagues at all levels
- P3 Deal with complex or difficult customer issues referred by a colleague who does not have the appropriate authority
- P4 Deal with customer issues that may be high risk or high profile
- P5 Identify ways to prevent recurrence of customer service issues
- P6 Support team leaders and managers in reinforcing the escalation and complaints procedures

Manage monitoring of customer service performance and customer feedback

- P7 Devise and agree key performance indicators for customer service through a contact centre
- P8 Coordinate monitoring activities to test customer service performance through key performance indicators
- P9 Collate and analyse results from monitoring of customer service
- P10 Check results of customer service monitoring for compliance with organisational and regulatory requirements
- P11 Work with team leaders and other colleagues to develop and improve monitoring procedures for customer service performance

Review and update organisational and regulatory requirements for customer service delivery

- P12 Identify existing organisational and regulatory requirements that impact on customer service delivery in the contact centre
- P13 Review organisational strategies and policies that may involve changed requirements for customer service delivery
- P14 Review external regulation or legislation that may involve changed requirements for customer service delivery
- P15 Consult team leaders and front line delivery colleagues on the implications of changes in organisational or regulatory requirements
- P16 Agree and implement changes in organisational or regulatory

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requirements in customer service procedures for contact centre activities

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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 Ways of defining authority boundaries for people dealing with customer service issues and complaints
- K6 Techniques for dealing with complex or difficult customer issues
- K7 Types of customer service or problems that may become high risk or high profile
- K8 Techniques for devising key performance indicators (KPIs)
- K9 Ways to analyse customer service monitoring results
- K10 Sources of information about current regulations or legislation that impact on customer service delivery
- K11 Sources of information about organisational aims or strategies that may impact on customer service delivery

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