

## CFACC23

# Communicate information in customer contact through a contact centre



---

### Overview

#### What this standard is about

Effective communication is an essential part of contact centre operations. That communication may involve direct one-to-one contact with a customer and/or may be communication in writing using any appropriate media. Each of these communication methods demands particular skills.

## CFA CC23

### Communicate information in customer contact through a contact centre

---

#### Performance criteria

*You must be able to:*

#### **Talk to customers on a familiar subject in a familiar contact centre situation**

- P1 Greet a customer following organisational guidelines
- P2 Describe familiar services and/or products to a customer following organisational guidelines
- P3 Speak to customers in a way that makes them confident about what you are saying
- P4 Use positive language when describing services and/or products in a contact centre
- P5 Display active listening by acknowledging customer comments in your responses

#### **And/or**

#### **Communicate in writing on a familiar subject in a familiar contact centre situation**

- P6 Complete written communications to customers following organisational guidelines
- P7 Use organisational formats and guidelines for simple written communication with customers
- P8 Check written communication to customers for spelling, grammar and organisational conventions before sending
- P9 Use positive language in simple written communications with customers

## CFA CC23

### Communicate information in customer contact through a contact centre

---

#### **Knowledge and understanding**

*You need to know and understand:*

- K1 Basic information about the services and/or products offered or supported by your contact centre
- K2 Organisational requirements and external regulations about what can and cannot be expressed to customers verbally and/or in writing
- K3 Information that is best given to customers verbally and/or information that is best given to customers in writing
- K4 Organisational templates for written communication
- K5 Organisational guidelines for greeting customers
- K6 Ways to talk to customers that make them confident about what you are saying
- K7 The difference between positive and negative language when communicating with customers verbally and/or in writing
- K8 How to demonstrate active listening
- K9 Organisational guidelines on written communication
- K10 Ways to check grammar and spelling in written communication

## CFA CC23

### Communicate information in customer contact through a contact centre

<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>	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, oral communication, written communication