

## CFACC25

# Communicate complex information to customers through a contact centre



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### Overview

#### What this standard is about

Effective communication is essential in contact centre operations. Communication may be through one-to-one conversations and/or in writing. Communication may also be at a very simple level through to a very complex level. Organisations set controls on the level of complexity that each team member is allowed to deal with and the authority they have for dealing with customers. Team members who are restricted in the complexity of what they can handle need support and guidance.

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#### Performance criteria

*You must be able to:*

#### **Communicate with customers verbally over complex matters**

- P1 Deal with complex conversations with customers referred by colleagues who have limited authority
- P2 Initiate conversations with customers about complex matters concerned with the services and/or products handled by the contact centre
- P3 Deal verbally with complex queries initiated by customers about the services and/or products of the contact centre
- P4 Adapt your use of language and vocabulary to meet the needs and understanding of individuals
- P5 Communicate a message to a customer that clearly sets out at least two alternative viewpoints with their relative merits and drawbacks

**and/or**

#### **Communicate with customers in writing over complex matters**

- P6 Deal with complex customer matters in writing referred to you by colleagues with insufficient authority
- P7 Initiate an exchange in writing with a customer about complex information or issues
- P8 Respond in writing to complex queries initiated by customers regarding services and/or products offered or supported by the contact centre
- P9 Adapt your writing style and language to meet customer needs whilst remaining within organisational guidelines
- P10 Explain to a customer in writing the relative merits of at least two alternative points of view

#### **Set an example and support colleagues who are communicating with customers through a contact centre**

- P11 Monitor communication between colleagues and customers for compliance with organisational guidelines and overall effectiveness
- P12 Provide colleagues with feedback and guidance about verbal contacts with customers and/or provide colleagues with feedback and guidance about written communication with customer

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#### Knowledge and understanding

*You need to know and understand:*

- K1 The services or products offered or supported by your contact centre
- K2 Organisational requirements and external regulations that impact on communication with customers through the contact centre
- K3 Organisational procedures and guidelines on written communication with customers
- K4 The benefits and drawbacks of choosing verbal or written communication with customers
- K5 Limits of authority of colleagues dealing with complex exchanges with customers
- K6 Techniques for adapting language and vocabulary to customer needs
- K7 How to present information to customers which offers two clear alternatives
- K8 Formal and informal methods for monitoring communication between colleagues and customers
- K9 Techniques for providing colleagues with feedback and guidance about verbal communication and/or techniques for providing colleagues with feedback and guidance about written communication

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**Originating organisation** CfA Business Skills @ Work

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**Relevant occupations** Operator, centre, contact, Adviser, Agent

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**Suite** Contact Centre 2011

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