

## CFACC30

### Work with others to support customers in a contact centre



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#### Overview

#### What this standard is about

Some contact centre services involve responding to very straightforward queries or providing basic information. If customer requests go beyond a defined list of options the query can be referred elsewhere. Responses within the boundaries of the request options are generally supported with full information readily available for the member of staff.

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### Performance criteria

*You must be able to:*

#### **Follow organisational customer service guidelines during customer contact**

- P1 Use agreed greetings and openings for customer conversations
- P2 Use communication equipment in a way that establishes and maintains clear contact with your customer
- P3 Deal with customer contact within agreed boundaries and limits of what can be dealt with
- P4 Follow organisational guidelines when concluding a customer contact

#### **Establish and validate customer identity**

- P5 Request your customer's name or personal identifier
- P6 Follow organisational guidelines to check your customer's identity and authority
- P7 Inform your customer of what can or cannot be handled if identity is not correctly confirmed
- P8 Identify information that allows you to confirm your customer's identity

#### **Communicate specified service and product information**

- P9 Establish precisely what services or products your customer needs information about
- P10 Respond to your customer's questions about a specific service and/or product
- P11 Give your customer a summary introduction to a specific service and/or product
- P12 Refer your customer elsewhere if they require information outside of your limits of authority or knowledge

#### **Hand over customer contact to others following organisational procedures**

- P13 Recognise when a customer contact should be handled elsewhere
- P14 Identify who should deal with a customer contact that you need to pass on
- P15 Explain to your customer why and how you will pass them on to a colleague
- P16 Provide as much information as possible about the customer contact to

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your colleague before handing the contact over

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#### Knowledge and understanding

*You need to know and understand:*

- K1 The services and/or products that you can deal with in customer contact
- K2 Basic features and uses of the services and/or products that you can deal with in customer contact
- K3 Organisational procedures for establishing and validating your customer's identity
- K4 Greetings and opening comments encouraged by your organisation
- K5 How to use communication equipment for dealing with customer contacts
- K6 The limits of what you can deal with in a customer contact
- K7 Sources of service and/or product information that you can use during customer contact
- K8 How and when to escalate a customer contact to a colleague with greater authority
- K9 How to summarise key information about services or products
- K10 Listening and questioning techniques to establish precisely what information your customer requires
- K11 Organisational guidelines on use of language and conversations with customers

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