

CFACC31

Provide support through a contact centre for specified services and/or products



Overview

What this standard is about

Many contact centres exist to provide customer access and support to do with services or products that they want or are using. The main business of those contact centres revolves around one-to-one contact between you and your customer. In many cases your customer has contacted the centre because they need information or advice that is not available elsewhere. You need to be very clear about what services and/or products you can deal with and the extent of the support you can offer through the contact centre.

CFACC31

Provide support through a contact centre for specified services and/or products

Performance criteria

You must be able to:

Follow organisational customer service guidelines for customer contact

- P1 Use language and conversation following organisational guidelines
- P2 Make use of all key features of communication equipment used for customer contact
- P3 Deal with customer contact across a broad range of services or products
- P4 Follow organisational guidelines to comply with relevant regulations or legislation during customer contact

Establish and validate customer identity

- P5 Link your customer's identity with the organisation's records
- P6 Use organisational authorisation procedures to confirm your customer's identity and authority
- P7 Follow organisational procedures to record any departure from the standard authorisation pattern
- P8 Explain to your customer the reasons for the authorisation procedures

Support customer needs for information and decisions about services or products

- P9 Communicate information to customers about a range of services or products
- P10 Respond to customer's queries about a range of services or products
- P11 Maintain and update your own knowledge about a range of services or products
- P12 Support customers who are making decisions about services and/or products
- P13 Offer customers options for different actions about services or products
- P14 Resolve routine customer requests or problems within your own level of authority
- P15 Refer customer requests or problems to a colleague with authority when you cannot deal with the matter

CFACC31

Provide support through a contact centre for specified services and/or products

Knowledge and understanding

You need to know and understand:

- K1 The services and/or products that you can deal with in customer contact
- K2 Features and uses of the services and/or products you can deal with in customer contact
- K3 Ways of maintaining and updating your knowledge and understanding of services and/or products
- K4 Your own level of authority for dealing with customer contacts about a range of services and/or products
- K5 Organisational guidelines for language and conversation when in contact with customers
- K6 How to use key features of communication equipment when in contact with customers
- K7 Regulations and legislation that impact on your contact with customers
- K8 Organisational procedures for recording details of contact with customers
- K9 Reasons why the organisation's procedure are necessary
- K10 Permitted ways to guide customers making decisions about services and/or products
- K11 Options available to your customers when making decisions about services and/or products
- K12 Who to refer customers to when a request or problem is outside of your authority
- K13 Organisational guidelines on use of language and conversations with customers

CFACC31

Provide support through a contact centre for specified services and/or products

Developed by CfA Business Skills @ Work

Version number 1.0

Date approved May 2011

Indicative review date May 2014

Validity Current

Status Original

Originating organisation CfA Business Skills @ Work

Original URN N/A

Relevant occupations Operator, centre, contact, Adviser, Agent

Suite Contact Centre 2011

Key words Contact Centre, customer service, customer contact, organisational guidelines, customer identification, customer support, product and service information