

CFACC32

Support customers and colleagues when providing contact centre services



Overview

What this standard is about

Many contact centres exist to provide information and support to customers using a range of services or products. Providing that support requires detailed knowledge and understanding of the services and/or products together with the communication skills to deal with customers. It also involves teamwork so that colleagues learn from each other as the organisation gains experience and services and/or products develop. You need to have experience and some senior authority to be able to support colleagues learning as well as dealing with more complex customer matters.

This standard is about operating in a support role for all types of customer queries and also working with colleagues to advance their learning.

Who this standard is for

This standard is for Senior Agents, Team Leaders and those with responsibility for coaching or 'buddying' a colleague.

CFACC32

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Performance criteria

You must be able to:

Handle any customer contact

1. Follow organisational guidelines for identifying and validating customer identity
2. Deal with difficulties concerning customer identification or personal security in customer contacts
3. Support colleagues dealing with customer identification matters

Communicate information about services or products

4. Give customers an overview of services or products following organisational guidelines for language and conversation
5. Deal with complex customer requests and queries regarding services and/or products
6. Follow organisational guidelines on assisting customers with decisions about services or products within relevant regulations or legislation
7. Support colleagues when making decisions about services or products for their customers

Contribute to dealing with complex requests and customer problems

8. Accept referred customer contacts from colleagues who have reached the limit of their authority
9. Resolve requests and problems within your own authority
10. Refer customer requests or problems to a colleague with greater authority when you cannot deal with the matter
11. Follow organisational procedures to register and record customer problems and complaints
12. Support colleagues dealing with routine requests and problems within their own authority

Monitor compliance with organisational requirements for customer contacts

13. Explain organisational requirements and constraints on customer contacts and the reasons for them
14. Work with colleagues to monitor compliance with organisational requirements for customer contacts

CFACC32

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15. Support colleagues increasing their understanding of organisational requirements for customer contacts
16. Take appropriate action within your own authority to deal with any breach of company requirements for customer contacts

CFACC32

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Knowledge and understanding

You need to know and understand:

- K1 The services and/or products of your organisation, their features and benefits
- K2 Sources of information about your organisation's services and/or products
- K3 Techniques to assist you and your colleagues in updating and maintaining your knowledge and understanding of services and/or products
- K4 Your own level of authority for dealing with customer requests and problems
- K5 Organisational systems for identification and personal security of customers
- K6 How to summarise key features and uses of services and/or products for customers
- K7 Techniques for buddying and assisting colleagues with their handling of customer contacts
- K8 Organisational guidelines on assistance, guidance and advice to customers about services and/or products
- K9 Referral points and limits of authority for dealing with customer problems and complaints
- K10 Organisational requirements and constraints on customer contacts and the reasons for them

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