

## CFACC33

# Review and maintain customer support operations in a contact centre



---

### Overview

#### What this standard is about

The core activity for most contact centres is dealing with customers one-to-one. Many contact centres provide support for customers using services or products and needing information or guidance. Formal or informal guidelines are agreed by organisations to inform staff of how the organisation expects them to deal with customers. Problems or complaints require special attention. There must also be review of customer contacts from time to time so that improvements can be made.

This standard is about taking an overview of the customer support and customer contact process to deal with more difficult situations, check use of organisational guidelines and check compliance with preferred working practices.

#### Who this standard is for

This standard is for Section Managers working in contact centres.

# CFACC33

## Review and maintain customer support operations in a contact centre

---

### Performance criteria

*You must be able to:*

#### **Review customer contact activities and implement changes**

- P1 Carry out spot checks on customer contact to test compliance with organisational guidelines
- P2 Organise an audit of working practice in customer contact activities
- P3 Identify organisational aims relating to customer contact activities
- P4 Consult agents about audit or spot check results to agree areas for change and improvement
- P5 Implement agreed changes and improvements to customer contact activities

#### **Handle customer complaints relating to customer contacts or services and/or products**

- P6 Accept referral of complaints from colleagues who do not have the authority to deal with them
- P7 Establish the precise nature of the complaint through exchanges with the customer
- P8 Identify options for dealing with the complaint and the advantages and disadvantages of each for the customer and the organisation
- P9 Follow the chosen or agreed option to resolve the complaint
- P10 Record the closure of the complaint
- P11 Review the complaint and resolution to identify and record any organisational learning

#### **Ensure compliance with organisational and regulatory requirements**

- P12 Confirm key organisational and regulatory requirements relating to customer contact activities
- P13 Assess the risk associated with non-compliance with each key requirement relating to customer contact activities
- P14 Work with team members to ensure compliance with all key organisational and regulatory requirements for customer contact activities

## CFACC33

### Review and maintain customer support operations in a contact centre

---

#### Knowledge and understanding

*You need to know and understand:*

- K1 The services and/or products supported by the contact centre
- K2 Organisational procedures and guidelines relevant to customer contact activities
- K3 Regulations and legislation relevant to customer contact activities in a specific contact centre
- K4 How to organise and carry out spot checks on customer contact activities
- K5 Plans and procedures for customer service audits to cover all aspects of customer contact through a contact centre
- K6 Organisational aims that impact on customer contact
- K7 Motivation and the benefits of balanced audits about service audits
- K8 Organisational definition of a complaint and how complaints should be handled
- K9 Limits of authority and referral points to deal with customer problems or complaints
- K10 The importance of keeping comprehensive records of customer problems and complaints and how they have been resolved
- K11 Techniques for identifying and evaluating options for actions to deal with customer problems and complaints
- K12 Risk assessment techniques applied to regulatory requirements in customer service
- K13 Buddying and learning support activities to work with colleagues and encourage development

## CFACC33

Review and maintain customer support operations in 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>   | May 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, organisational requirements, customer complaints |