
Overview

This Standard is part of the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have most impact on the way your customer sees you and your organisation. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Staff with high levels of responsibility for customer service have an important role to play as champions of excellent service within their organisations. They should also promote customer service to service partners without whom their organisation cannot deliver reliable and excellent customer service. They need to have a great deal of knowledge and expertise from which others can benefit. This Standard is about acting as a champion – being constantly alert for issues that affect customer service, analysing these issues and their implications, challenging on behalf of the customer and passing on your knowledge and expertise to others.

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Performance criteria

Promote the importance and benefits of customer service

You must be able to:

- P1 explain the role of customer service within your organisation's strategic and business plans
- P2 continuously monitor developments in your organisation in order to identify those important to customer service
- P3 analyse the implications of customer service developments in your organisation
- P4 question and challenge developments from the customer's standpoint
- P5 use your influence to ensure that developments improve customer service

Provide advice and information on customer service issues

You must be able to:

- P6 make it known that you can provide customer service advice and information
- P7 respond to requests for customer service advice and information
- P8 carry out any necessary research to enhance or verify the advice and information you are giving
- P9 communicate customer service advice and information effectively
- P10 help others to explore the implications of your advice and information for their own work and identify actions that the advice and information might prompt
- P11 monitor how effective your advice and information has been
- P12 review the way you collect information, formulate advice and communicate it to others

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Knowledge and understanding

You need to know and understand:

- K1 the processes for decision making within your organisation and who is involved
- K2 how to monitor developments within your organisation
- K3 how to use your influence and authority to affect decision making
- K4 the types of developments that are likely to affect customer service and how to analyse the implications for customer service
- K5 the importance of empathising with customers and how to represent their viewpoint in a constructive way
- K6 how to identify when others need advice and information on customer service issues
- K7 how to use different types of research to support your advice and information on customer service
- K8 how to apply your advice and information in practice
- K9 how to monitor the effect of your advice and information

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Relevant occupations	Customer Service Occupations
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