

CFACSA20

Champion the use of social media to build customer trust and enhance brand value



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.

People with high levels of responsibility for customer service have an important role to play as champions of excellent service. They should also promote customer service to service partners without whom their own organisations cannot deliver reliable and excellent customer service. When an organisation uses social media platforms as a key part of its customer service strategy, one or more people may have special responsibility for encouraging the use of these communication channels with customers. This involves having a great deal of knowledge and expertise both about customer service and about the potential and use of social media. This Standard is about acting as a champion – being constantly alert for issues and opportunities that affect customer service through social media. A champion must also analyse issues and changes, challenging on behalf of customers and passing on knowledge and expertise to others.

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Performance criteria

Promote the importance and benefits of social media use in customer service

You must be able to:

- P1 explain the role of social media within your organisation's customer service strategy and business plans
- P2 continuously monitor developments in your organisation in order to identify those important to social media use in customer service
- P3 continuously monitor developments in social media in order to identify those important to customer service in your organisation
- P4 analyse the implications of customer service developments in social media for the organisation
- P5 question and challenge social media use from the customer's standpoint
- P6 use your influence to ensure that developments in use of social media improve customer service

Provide advice and information about social media use in customer service

You must be able to:

- P7 make it known that you can provide advice and information on the use of social media in customer service
- P8 respond to requests for advice and information on the use of social media in customer service
- P9 carry out any necessary research to enhance or verify the advice and information you are giving
- P10 communicate advice and information on the use of social media in customer service effectively
- P11 help others to explore the implications of your advice and information for their own work and identify actions that this might prompt
- P12 monitor how effective your advice and information has been
- P13 review the way you collect information about social media use, 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 in your organisation and who is involved
- K2 how to monitor customer service within your organisation
- K3 how to monitor social media developments relevant to customer service
- K4 how to use your influence and authority to affect decision making
- K5 the types of developments in social media that may affect customer service and how to analyse the implications
- K6 the importance of empathising with customers and how to represent their viewpoint in a constructive way
- K7 how to identify when others need advice and information on the use of social media in customer service
- K8 how to use research to support your advice and information on the use of social media in customer service
- K9 how to apply your advice and information on the use of social media in customer service
- K10 how to monitor the effect of your advice and information on the use of social media in customer service

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