

CFACSA9

Go the extra mile in customer service



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.

When your customer feels that you have taken special care to give them good service and have done something more than they expect, they are likely to enjoy a better customer service experience. Opportunities to add this extra value to your customer's experience depend on you spotting what they will particularly appreciate. Often you can offer this little extra when sorting out a difficulty or problem. Whatever special service you give when you "go the extra mile" must be within your own authority or with the authority of an appropriate colleague. It must also take account of the organisation's service offer and all the relevant procedures and regulations. As customers, we all enjoy and remember it when somebody has "gone the extra mile" to deliver special customer service.

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Performance criteria

Distinguish between routine service and going the extra mile

You must be able to:

- P1 explain the service offer clearly and concisely
- P2 identify your customer's expectations and needs
- P3 match the service offer with your customer's expectations and needs and identify the key differences
- P4 identify options for other actions that will give added value to your customer service and impress your customer
- P5 choose actions that are most appropriate to impress your customer

Check that your extra mile ideas are feasible

You must be able to:

- P6 match your ideas for added value customer service against your authority to see them through
- P7 check that your ideas for added value customer service are allowed within your organisation's guidelines and by external regulations
- P8 check that your ideas for added value customer service will not affect the service to your other customers
- P9 explain your ideas for added value service to a senior colleague or other appropriate authority

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You must be able to:

- P10 take action to go the extra mile in customer service
- P11 ensure that your customer is aware of the added value of your actions
- P12 monitor the effects of your added value actions to ensure that the service given to your other customers are unaffected
- P13 note and pass on positive feedback from your customer about your actions
- P14 monitor feedback about customer reactions to actions taken to go the extra mile

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Knowledge and understanding

You need to know and understand:

- K1 your organisation's service offer
- K2 how customers form expectations of the service they will receive
- K3 what types of service action most customers will see as adding value to customer service
- K4 your organisation's rules and procedures that determine your authority to go the extra mile
- K5 relevant legislation and regulation that impact on your freedom to go the extra mile
- K6 how your organisation receives customer service feedback on the types of customer experience that has impressed them
- K7 your organisation's procedures for making changes in its service offer
- K8 how to monitor feedback from customers and colleagues about actions taken to go the extra mile
- K9 how to recognise when particular extra mile actions become routine and might be suitably accommodated within the service offer

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Originating organisation	Skills CFA
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Relevant occupations	Customer Service Occupations
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