

CFACSB14

Review the quality of customer service



Overview

This Standard is part of the Customer Service Theme of Delivery. This Theme covers Customer Service behaviours and processes that have most effect on the customer experience during Customer Service delivery. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

People managing customer service need to know how effectively it is being delivered. Without this information, they have no way of knowing if their customers are satisfied and are likely to remain loyal. They also need to know what to do to improve customer service to meet and exceed customer expectations. This Standard is about planning how you measure standards of customer service by collecting and analysing information. You must develop conclusions and recommendations and then report your findings to relevant people. Most of all, this Standard is about approaching the review of customer service quality systematically and making full use of your findings.

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Performance criteria

Plan how to measure customer service

You must be able to:

- P1 identify the features of customer service delivery that affect customer satisfaction
- P2 plan how you will monitor the features of customer service delivery that affect customer satisfaction
- P3 plan how you will analyse the information you have collected

Collect and analyse information on customer service

You must be able to:

- P4 implement your plans for monitoring customer service processes and outcomes
- P5 analyse the monitoring information you have collected
- P6 compare the conclusions of your analysis with the criteria you identified
- P7 adapt your plans if the agreed methods of collecting and analysing information are not proving effective
- P8 communicate the results of your measurement of customer service to colleagues
- P9 agree actions to improve customer service that result from your measurements and analysis

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Knowledge and understanding

You need to know and understand:

- K1 the importance of measuring the quality of customer service
- K2 how to identify which aspects of the customer service process affect customer satisfaction
- K3 how to select the criteria you will use for measurement of customer service
- K4 how to construct representative samples
- K5 the types of information collection methods you could use
- K6 how to make use of all available sources of information and feedback about service quality including what is available through social media
- K7 methods of analysing information on the quality of customer service
- K8 how to identify recommendations that flow from your measurement of customer service.
- K9 the procedures for making recommendations on customer service improvements within your organisation

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