

## CFACSB17

# Deliver customer service in an environmentally friendly and sustainable way



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### 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.

Environmental awareness and positive action on sustainability form an important part of the culture and strategy in many organisations. Those organisations have devised policies to ensure that they gain the approval of customers and other stakeholders by promoting a sustainable approach to their services or products. An ethical approach to the environment can enhance the organisation's reputation. This approach is achieved only if those delivering the service follow guidelines and procedures in order to display personal and organisational commitment to the environment and sustainability. This Standard addresses the balances that must be found when delivering customer service while meeting environmental standards. The Standard is appropriate for you if your organisation has a clear commitment to sustainability and if aspects of your job role make a direct contribution to that.

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### Performance criteria

### Follow organisational policies and procedures to deliver customer service in an environmental and sustainable way

*You must be able to:*

- P1 encourage customers to contribute to your organisation's environmental policies
- P2 keep customers informed about your organisation's environmentally friendly and sustainable policies
- P3 contribute to activities and actions to improve your organisation's environmentally friendly approach
- P4 follow your organisation's procedures to promote environmentally friendly and sustainable approaches when dealing with service partners
- P5 keep service partners informed about your organisation's environmentally friendly and sustainable policies

### Contribute to the development of environmentally friendly and sustainable customer service procedures

*You must be able to:*

- P6 identify opportunities for energy and carbon emission savings when following organisational customer service procedures
- P7 identify opportunities for waste management improvements when following organisational customer service procedures
- P8 follow organisational procedures to inform those with appropriate authority of opportunities to improve environmental aspects of customer service
- P9 work with colleagues to implement environmental improvements in customer service
- P10 communicate with customers about environmental improvements in customer service

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#### Knowledge and understanding

*You need to know and understand:*

- K1 principles of environmental practices and on-going sustainability that are relevant to customer service operations
- K2 organisational policies that link environmental issues with customer service
- K3 principles of energy saving and reducing carbon emissions
- K4 principles of waste management relevant to your organisation
- K5 the environmental issues and risks represented by your organisation's services or products
- K6 your organisation's procedures for energy, carbon emission and waste management
- K7 how to keep customers informed about your organisation's environmental policies and procedures
- K8 how to work with service partners to promote environmental and sustainable benefits
- K9 organisational procedures for passing on ideas for environmental improvements
- K10 the importance of having appropriate authority for implementing changes in customer service procedures
- K11 the importance of recognising that environmental actions involve cost for your organisation

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