

CFACSC6

Apply risk assessment to customer service



Overview

This Standard is part of the Customer Service Theme of Handling Problems. This Theme covers the behaviours, processes and approaches that are most effective when handling customer service problems. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

This Standard is about how formal or informal risk assessment techniques can be used to reduce any risks involved in the provision of customer service. The provision of customer service involves a range of risks. These may be financial, reputational or health and safety risks. Awareness of them alone is rarely enough so customer service sometimes involves identifying and assessing individual risks so that they can be classified and prioritised. This in turn enables you to take actions to minimise risks.

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Performance criteria

Analyse customer service processes for risk

You must be able to:

- P1 identify different steps and stages in the customer service process and the moments of truth that offer most opportunity to impress or to disappoint customers
- P2 identify the financial risks in each stage of the customer service process
- P3 identify the reputational risks in each stage of the customer service process
- P4 identify the health and safety risks in each stage of the customer service process
- P5 identify the risk of delivering sub-standard services or products in each stage of the customer service process
- P6 ensure that your customers are aware of any risks that might impact on them
- P7 develop staff awareness of the risks you have identified

Assess customer service risks and take appropriate actions

You must be able to:

- P8 assess the probabilities of each risk that you have identified
- P9 assess the potential consequence of each risk in terms of finance, reputation and health and safety
- P10 classify each risk as high, medium or low taking into account its probability and potential consequences
- P11 work with colleagues to identify any actions that might be taken to reduce risk
- P12 take appropriate actions to minimise the overall customer service risk profile by adapting procedures

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Knowledge and understanding

You need to know and understand:

- K1 your organisation's customer service process and the moments of truth (those points in the customer service process that have most impact on the customer experience)
- K2 risk assessment techniques
- K3 how to evaluate risk using the probability of occurrence and consequences of occurrence
- K4 the nature of potential customer service risks including financial, reputational and health and safety risks
- K5 cost/benefit analysis
- K6 SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis

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Relevant occupations	Customer Service Occupations
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