
Overview

This Standard is part of the Customer Service Theme of Development and Improvement. This Theme covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments. 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 the competences involved in managing a customer service award programme for individuals or teams within an organisation. A customer service award programme can make a valuable contribution to your organisation's customer service strategy. It serves the dual role of motivating team members and displaying to customers your commitment to customer service. Whilst such a programme must be managed like any other management project, its dual purpose means that each management action associated with it must take full account of the strategic customer service implications.

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Manage a customer service award programme

Performance criteria

Plan a customer service award programme

You must be able to:

- P1 identify all the possible options for a customer service award scheme drawing on examples inside and outside of your own organisation
- P2 identify the benefits and drawbacks of each option for a customer service award programme
- P3 choose the option for a customer service award programme that best suits your customer satisfaction and team motivation objectives
- P4 plan the details of your chosen customer service award programme
- P5 identify the benefits and costs of your chosen customer service award programme in relation to customer satisfaction and team motivation
- P6 make a business case for the introduction of a customer service awards programme or for the development of an existing programme

Implement and manage a customer service award programme

You must be able to:

- P7 launch developments in the customer service award programme in a way that informs and motivates customers and team members
- P8 ensure that the criteria for the customer service awards are transparent and are considered fair by team members
- P9 publicise the customer service awards programme to customers in a way that demonstrates organisational commitment to excellent customer service
- P10 organise the judging of individual and team awards in a way that means the results can be justified to the organisation as a whole
- P11 announce the results and present the awards in a manner that suits the culture of your organisation and customer service team
- P12 review and evaluate the effects of the customer service awards programme on customers and team members

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Knowledge and understanding

You need to know and understand:

- K1 the principles of motivation and in particular the importance of recognition as a motivator
- K2 how to make use of customer service award programmes as promotional tools to give added value to customer satisfaction
- K3 the benefits and drawbacks of different rewards associated with award programmes
- K4 aspects of organisational culture that may support or detract from the value of a customer service award programme

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Manage a customer service award programme

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Relevant occupations	Customer Service Occupations
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