

# CFACSD18

## Apply technology or other resources to improve customer service



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### 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.

Customer service changes and improves sometimes through the application of technology or other resources as much as through changes in behaviour of those delivering the service. Whilst these changes can bring real benefits they inevitably come at an initial cost which must be taken into consideration. This Standard is about the process of managing the application of technology or other resources to a customer service process. It involves a systematic approach to considering and evaluating options, implementing the most appropriate and reviewing the results.

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### Performance criteria

#### Identify and specify opportunities for customer service improvement

*You must be able to:*

- P1 monitor developments in technology and the use of other resources to improve customer service
- P2 review customer service delivery systems with specific reference to use of resources and technology
- P3 identify opportunities and options for improving customer service by applying technology or other resources
- P4 analyse the customer service benefits that could result from options for improvement
- P5 specify the changes in technology or other resources needed to deliver the options

#### Evaluate options for applying technology or other resources to improve customer service

*You must be able to:*

- P6 identify the options for improving customer service with the application of technology or other resources
- P7 establish the costs associated with each option for improving customer service
- P8 list and where possible quantify the benefits from each option for improving customer service
- P9 estimate the affordability of each option to improve customer service
- P10 recommend the most appropriate options for implementation
- P11 identify the probable effects of any recommended changes on your organisation's service offer and customer perceptions
- P12 plan a business case to support your recommendations for improvements through application of technology or other resources

#### Oversee the implementation of resource changes to improve customer service

*You must be able to:*

- P13 plan implementation using details of agreed developments to improve customer service
- P14 brief colleagues about the implementation of customer service improvements and the expected benefits
- P15 monitor implementation of customer service improvements and the expected benefits
- P16 review implementation of customer service improvements with colleagues
- P17 make appropriate adjustments to implementation of customer service improvements as a result of review

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### Knowledge and understanding

*You need to know and understand:*

- K1 current trends in information and communication technology (ICT) that imply changes to the channels and social media platforms used by customers
- K2 features and functionality of available technology that may contribute to improvements in customer service
- K3 how the application of additional resources other than technology can be used to improve customer service
- K4 methods for the systematic review of customer service systems
- K5 techniques to analyse the costs and benefits of options for improving customer service
- K6 methods for presenting a business case for applying technology or other resources to make improvements in customer service
- K7 briefing techniques for introducing colleagues to changes
- K8 ways to review and adjust customer service delivery after the implementation of changes

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<b>Developed by</b>	Skills CFA
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<b>Version number</b>	2
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<b>Date approved</b>	January 2013
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<b>Indicative review date</b>	January 2016
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<b>Validity</b>	Current
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<b>Status</b>	Original
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<b>Originating organisation</b>	Skills CFA
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<b>Original URN</b>	CFACSD18
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<b>Relevant occupations</b>	Customer Service Occupations
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<b>Suite</b>	Customer Service (2013)
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<b>Key words</b>	improve customer service; develop customer service; technology; changes; models of good practice, legal, regulatory, research, best practice, evaluate, customer service; contact centres; developing; improving; communication; problem solving; behaviours
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