

CFAM7.1.7

Monitor and solve customer service problems



Overview

This is about working with the sales and other business functions in dealing with problems that customers may have with products/services supplied by the organisation. It includes identifying customers' problems, developing solutions and agreeing these with customers, implementing the agreed solution and checking that problems have been resolved to customers' satisfaction.

This unit is recommended for marketers responsible for addressing customer problems.

CFAM7.1.7

Monitor and solve customer service problems

Performance criteria

You must be able to:

- P1 respond positively to customers' problems according to organisational guidelines
- P2 solve customer problems when it is within your own area of authority
- P3 work with others to solve customers' problems
- P4 keep customers informed of the action being taken
- P5 check with customers that they are satisfied with the action taken
- P6 solve problems within service systems and procedures that might affect customers before they become aware of them
- P7 inform the appropriate authority and colleagues of the steps taken to solve specific problems
- P8 work individually or with colleagues to identify repeated customer service problems
- P9 identify the options for dealing with repeated problems and consider the advantages and disadvantages of each option
- P10 work with others to determine an agreed way forward for solving repeated problems
- P11 select the best option for both your customers and your organisation
- P12 negotiate with the appropriate authority changes to customer service systems and procedures that will reduce the chance of problems being repeated
- P13 action your agreed solution
- P14 keep your customers informed in a positive and clear manner of steps being taken to solve any service problems
- P15 monitor the solution you have implemented and make any suitable changes to ensure that no further problems occur
- P16 action changes to customer service systems and procedures brought in by your organisation

CFAM7.1.7

Monitor and solve customer service problems

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 your customers' rights and how these rights limit what you are able to do for your customer the specific needs of:
 - K1.1 health and safety
 - K1.2 data protection
 - K1.3 equal opportunities
 - K1.4 disability discrimination
- K2 legislation and regulations, that affect the way the products or services you deal with can be delivered to your customers
- K3 how to communicate in a clear, polite, confident way and why this is important

Context specific knowledge and understanding

- K4 an awareness of your organisation's major competitors
- K5 an awareness of the effects of legislation on the performance of your organisation
- K6 an awareness of the implications of a change of structure, products or services for your organisation
- K7 an awareness of the implications of other market place activities on your organisation
- K8 your industry, organisational and professional codes of practice and ethical standards that affect the way the products or services you deal with can be delivered to your customers
- K9 any contractual agreements that your customers have with your organisation relevant to your area of operations
- K10 the services of your organisation relevant to your customer service role
- K11 the guidelines laid down by your organisation that limit what you can do within your job
- K12 the limits of your own authority and when you need to seek agreement with or permission from others
- K13 any organisational targets relevant to your job, your role in meeting them and the implications for your organisation if those targets are not met
- K14 your organisation's procedures and systems for dealing with customer service problems
- K15 how the successful resolution of customer service problems contributes to customer loyalty with the external customer and improved working relationships with the internal customer
- K16 how to negotiate with and reassure customers while their problems are being solved

CFAM7.1.7

Monitor and solve customer service problems

Additional Information

Behaviours

1. you remain calm under difficult situations
2. you treat your customers courteously and helpfully, even when you are working under pressure

CFAM7.1.7

Monitor and solve customer service problems

Developed by	CFA Business Skills @ Work
Version number	1
Date approved	April 2010
Indicative review date	April 2012
Validity	Current
Status	Original
Originating organisation	CFA Business Skills @ Work
Original URN	NM7.1.7
Relevant occupations	1132 Marketing & Sales Managers 3543 Marketing Associates
Suite	Marketing
Key words	Marketing, sales, marketing management, market research, advertising, public relations