
Overview

This unit is about providing an effective after-sales service to your organisation's customers. As well as ensuring that customer after-sales management programmes fulfil requirements, it includes ensuring that products/services are delivered as agreed, and addressing any after-sales queries and problems effectively.

Who this unit is for

This unit is recommended for those responsible for providing after-sales service, but who may not necessarily be marketing or sales specialists. For example, such individuals might be 'general' managers within larger organisations, or managers and/or proprietors within small to medium sized organisations.

Related specialist units

Those seeking specialist standards offering greater depth regarding this area are referred to the following related MSSSB units:

Sales units

1. Monitor the delivery of products
2. Meet your customer's after sales service needs
3. Build and deliver customer service and customer care support
4. Contribute to the development of sales support and customer management programmes

Details of these units can be accessed via <www.msssb.org>

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Performance criteria

You must be able to:

- P1 develop customer care programmes, identifying your organisation's service provision, standards and nominated points of contact
- P2 establish and maintain communications with key customers regarding the ongoing customer service and care provided by your organisation
- P3 develop processes to monitor and evaluate customer and sales support which involve key customers, enabling the joint monitoring of your organisation's customer relationships
- P4 ensure that products/services are prepared and delivered to customers in accordance with agreed terms and conditions
- P5 check customer satisfaction with products/services delivered
- P6 address all customer queries and problems promptly, investigating and establishing the circumstances of such queries and problems, using your findings to inform measures designed to reduce the probability of any recurrence
- P7 address customer queries and problems to the satisfaction of all relevant parties wherever possible, balancing customer needs with those of your organisation
- P8 maintain accurate and complete records of products/services delivered, and of any queries or complaints and the actions taken

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of effective after-sales support programmes and how to establish these
- K2 how sales support, and customer care and service, can add value to customer relationships
- K3 internal and external pressures upon customer-buyer relationships, and their impact upon sales support and customer service
- K4 techniques for addressing customer queries and problems, including how to manage difficult individuals
- K5 how to obtain and analyse data from customers relevant to managing effective customer care
- K6 how to address customer problems sensitively and constructively

You need to know and understand:

Industry/sector specific knowledge and understanding

- K7 legal, regulatory and ethical requirements relating to the provision of after-sales service within your industry/sector

You need to know and understand:

Context specific knowledge and understanding

- K8 your organisation's terms and conditions of sale including contractual arrangements with key customers
- K9 your organisation's customer service procedures, including those for addressing customer queries and complaints
- K10 after-sales services provided by key competitors
- K11 typical queries and problems that might be raised regarding your organisation's products/services
- K12 options and solutions available to resolve typical queries and problems
- K13 service level agreements, and how these are monitored and evaluated
- K14 The limits of your own authority when dealing with after-sales queries and problems, and to whom to refer should these be exceeded

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Additional Information

Behaviours

1. You present information clearly, concisely and accurately
2. You listen actively, and ask questions to clarify understanding
3. You keep promises and honour commitments
4. You work to develop an atmosphere of professionalism and mutual trust

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Relevant occupations Agriculture, Horticulture and Animal Care; Business, Administration and Law; Information and Communication Technology; Arts, Media and Publishing; Health, Public Services and Care; Medicine and Dentistry; Nursing and Subjects and Vocations Allie; Health and Social Care; Public Services; Child Development and Well Being; Agriculture; Horticulture and forestry; Animal care and veterinary science; Environmental conservation; Professional Occupations; Managers and Senior Officials; Information and Communication Technology; Research Professionals; Librarians and Related Professionals; Engineering Professionals; Science Professionals; Database Administration; Software Development; Systems Support; Local Area Archives; Microfilm and Microfiche Technician; Associate Professionals and Technical Occupations; Corporate Managers and Senior Officials; Microsoft Certified Professional; Application Support; Business Analyst; Managers and Proprietors in Hospitality ; ICT for practitioners; ICT for users; Science and mathematics; Science; Mathematics and statistics; Engineering and manufacturing technologies; Engineering; Manufacturing technologies; Transportation operations and maintenance; Construction, planning and the built environment; Architecture; Building and construction; Urban, rural and regional planning; Retail and commercial enterprise; Retailing and wholesaling; Warehouse and distribution; Service enterprises; Hospitality and catering; Leisure, travel and tourism; Sport, leisure and recreation; Travel and tourism; Performing Arts; Crafts, creative arts and design; Media and communication; Publishing and information services; History, philosophy and theology; History; Archaeology and archaeological sciences; Philosophy; Theology and religious studies;

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Social sciences; Geography; Sociology and social policy; Politics; Economics; Anthropology; Language, literature and culture; Languages, literature and culture of the; Other languages, literature and culture; Linguistics; Education and training; Teaching and lecturing; Direct learning support; Preparation for life and work; Foundations for learning and life; Preparation for work; Accounting and finance; Administration; Business management; Marketing and sales; Law and legal services; Production Managers; Functional Managers; Quality and Customer Care Managers; Financial Institution and Office Manager; Managers in Distribution, Storage and Re; Protective Service Officers; Health and Social Services Officers; Managers in Farming, Horticulture, Forest; Managers and Proprietors In Other Services; Health Professionals; Teaching Professionals; Legal Professionals; Business and Statistical Professionals; Architects, Town Planners and Surveyors; Public Service Professionals; Science and Engineering Technicians; Draught persons and Building Inspectors; IT Service Delivery Occupations; Health Associate Professionals; Therapists; Social Welfare Associate Professionals; Protective Service Occupations; Artistic and Literary Occupations; Design Associate Professionals; Media Associate Professionals; Sports and Fitness Occupations; Administration and Secretarial Occupations; Government and Related Organisations; Finance; Records; Communications; General; Secretarial and Related Occupations; Skilled Trades Occupations; Skilled Agricultural Trades; Metal Forming, Welding and Related Trade; Metal Machining, Fitting and Instrument ; Vehicle Trades; Electrical Trades; Construction Trades; Building Trades; Textile and Garment Trades; Printing Trades; Food Preparation Trades; Skilled Trades NEC; Personal Service Occupations; Healthcare and Related Personal Services; Childcare and Related Personal Services; Animal Care Services; Leisure and Travel Service Occupations; Hairdressers and Related Occupations; Housekeeping Occupations; Personal Services Occupations NEC; Sales and Customer Services Occupations; Sales Assistants and Retail Cashiers; Sales Related Occupations; Customer Service Occupations; Process, Plant and Machine Operatives; Process Operatives; Plant and Machine Operatives; Assemblers and Routine Operatives; Construction Operatives; Transport Drivers and Operatives; Mobile Machine Drivers and Operatives; Elementary Occupations; Elementary Agricultural Occupations; Elementary Construction Occupations; Elementary Process Plant Occupations; Elementary Goods Storage Occupations; Elementary Administration Occupations; Elementary Personal Services Occupations; Elementary Cleaning Occupations; Elementary Security Occupations; Elementary Sales Occupations; Transport Associate Professionals; Legal Associate Professionals; Business and Finance Associate Professionals; Sales and Related Associate Professional; Conservation Associate Professionals; Public Service and Other Associate Professionals

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Suite

Marketing and Sales Standards for non-specialists

Key words

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