

CFAS8.5

Meet your customer's after sales service needs



Overview

This unit focuses on how after-sales service is provided in a way that meets your customer's needs.

You will need to focus on ensuring customer service standards are maintained and dealing with problems and complaints professionally.

The unit covers how you should constantly seek feedback from customers on service reliability and regularly report on the outcomes

This unit is suitable for face-to-face selling, telesales and online selling

This unit is for; Sales Team Leaders

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Performance criteria

You must be able to:

- P1 communicate with your customers in a way that conforms with quality and customer service standards at all times
- P2 deal with problems and complaints following organisational customer service standards and procedures
- P3 establish tactfully the nature of your customer's problems and complaints
- P4 investigate the facts surrounding your customer's complaint
- P5 decide how to deal with your customer's complaint and liaise with colleagues to ensure that your customer's needs are balanced with those of your organisation
- P6 refer to somebody with the appropriate authority if you cannot resolve the problem within the limits of your own authority
- P7 ensure that sales records are continually maintained and updated in accordance with organisational procedures
- P8 ensure that any commitments or promises made to customers are carried out in accordance with quality and customer service standards
- P9 record commitments made to customers accurately and carry them out within agreed timescales
- P10 seek comments on service reliability from customers, analyse the findings and report them to the relevant person in your organisation
- P11 review events leading to the problem or complaint and take appropriate action to reduce the probability of it happening again

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Knowledge and understanding

You need to know and understand:

- K1 the role of after-sales service in meeting customers' expectations
- K2 how to communicate effectively in after-sales service
- K3 how to show your customer you are listening to them whilst they are making their complaint
- K4 how to deal with problems in an unbiased manner
- K5 techniques for dealing with difficult people
- K6 the importance of making realistic commitments and seeing them through
- K7 how to obtain feedback from customers
- K8 how to analyse data from customers and make decisions about the after-sales service you provide
- K9 methods of recording and storing information safely and securely
- K10 the use of IT systems for communicating with customers and storing information

Industry/sector specific knowledge and understanding

- K11 legal, ethical and social requirements relating to the provision of after-sales service in your industry/sector
- K12 quality assurance systems used in your industry/sector
- K13 the after-sales service provided by competitors

Context specific knowledge and understanding

- K14 organisational quality and customer service standards directly relating to after-sales service
- K15 your organisation's customer service strategy
- K16 how promises and solutions which are given to customers should be recorded and monitored
- K17 organisational procedures for dealing with customer complaints
- K18 your personal authority limits for dealing with after-sales service problems
- K19 the options and solutions available to you to resolve customer complaints
- K20 organisational procedures for seeking customer feedback
- K21 who to go to for support and assistance when dealing with complaints outside the limit of your authority
- K22 how to use electronic systems for storing and retrieving information

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Additional Information

Behaviours

1. you are sensitive to customer needs at all times
2. you make it easy for your customer to complain
3. you listen carefully to customer complaints, record them and take action
4. you empathise with your customer's feelings
5. you find ways of keeping your customer informed of progress
6. you discuss your customer's problems with colleagues and seek solutions
7. you work within the limits of your own authority
8. you act professionally at all times

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3542 Sales representatives
7113 Telephone salespersons
7129 Sales related occupations nec

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