

Overview

This standard is about delivering and evaluating customer service. The customers may be both internal and external to your organisation. It includes identifying customer needs and expectations, providing services to agreed timescales and quality standards and taking action to improve services based on customers' feedback.

It is for professionals in business administration roles who deliver and evaluate customer service.

Performance criteria

You must be able to:

Identify customer needs and expectations

1. build working relationships with internal and external customers
2. identify and confirm customer needs
3. agree timescales and quality standards with customers
4. manage expectations of all customers to make sure they are met

Deliver customer service

5. provide services to agreed timescales and quality standards
6. follow the organisational procedures if agreed timescales are not achieved
7. check customer needs and expectations are met
8. follow the correct procedures to handle complaints in a professional manner and within set timescales

Monitor and evaluate customer services

9. obtain and record customer feedback
10. analyse and evaluate customer feedback
11. take action to improve service to customers
12. follow the relevant legal and data protection legislation in relation to delivering customer service and information handling

Knowledge and understanding

You need to know and understand:

1. the range of products and services offered by your organisation to internal and external customers
2. the principles of customer service
3. the purpose and benefits of delivering customer service that meets or exceeds and customer expectations
4. how to build working relationships with internal and external customers
5. how to manage and meet customer expectations
6. the types of quality standards appropriate to own responsibilities
7. how to meet timescales and quality standards with internal and external customers
8. how to monitor internal and external customers satisfaction
9. the types of problems that internal and external customers may experience and how to process and resolve or refer them
10. the relevant procedures to follow when handling complaints
11. the techniques for collecting and analysing internal and external customer feedback
12. the purpose and benefits of continuous improvement
13. the relevant legal and data protection legislation in relation to delivering customer service and information handling

Deliver and evaluate customer service

Skills

1. evaluating
2. monitoring
3. problem solving
4. questioning
5. listening
6. negotiating

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