

Provide an effective after-sales service

Overview

This standard covers the skills and knowledge required to provide 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.

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Performance criteria

You must be able to:

1. develop customer care programmes, identifying your organisation's service provision, standards and nominated points of contact
2. establish and maintain communications with relevant customers regarding the ongoing customer service and care provided by your organisation
3. develop processes to monitor and evaluate customers and sales support which involves customers, enabling joint monitoring of your organisation's customer relationships
4. check products/services are prepared, delivered and installed to customers in accordance with agreed terms and conditions
5. check customer satisfaction with products/services delivered following standard operating procedures
6. address 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
7. address customer queries and problems to the satisfaction of all relevant parties wherever possible, balancing customer needs with those of your organisation
8. maintain accurate and complete records of products/services delivered, and of any queries or complaints and the actions taken

Knowledge and understanding

You need to know and understand:

1. the importance of effective after-sales support programmes and how to establish these
2. how sales support, and customer care and service, can add value to customer relationships
3. internal and external pressures upon customer-buyer relationships, and their impact upon sales support and customer service
4. techniques for addressing customer queries and problems, including how to manage difficult individuals
5. how to obtain and analyse data from customers relevant to managing effective customer care
6. how to address customer problems sensitively and constructively
7. legal, regulatory and ethical requirements relating to the provision of after-sales service within the fitted furniture industry
8. your organisation's terms and conditions of sale including contractual arrangements with key customers
9. your organisation's customer service procedures, including those for addressing customer queries and complaints
10. after-sales services provided by key competitors
11. typical queries and problems raised regarding fitted furniture installation
12. options and solutions available to resolve typical queries and problems
13. service level agreements and how these are monitored and evaluated
14. limits of your own authority when dealing with after-sales queries and problems, and to whom to refer to

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Relevant Occupations Furniture Makers and Other Craft Woodworkers

Suite Fitted Furniture Installation

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