Deliver customer service in a contact centre

Overview

This standard is about delivering customer service in a contact centre. It covers the actions you need to take when carrying out contact centre activities. It involves communicating with customers to ensure their expectations are met with main focus to operate on first contact. It is important to follow organisational and regulatory requirements during customer contacts. You will use effective questioning and listening skills to gather customer satisfaction feedback from customers to identify ways to improve customer service. This standard covers monitoring and analysing customer service performance and informing colleagues of the results to identify actions for improvements. It is for contact centre professionals who are responsible for delivering customer service.

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Performance criteria

You must be able to:

Communicate with customers and establish rapport to meet their expectations

1.   identify and greet customers following organisational guidelines

2.   use active listening to identify your customers' queries or requests

3.   check you have understood your customers by summarising their queries or requests

4.   provide your customer with information about services and products in response to their enquiries and requests

5.   explain features and benefits of services and products to customers

6.   discuss issues or queries with customers and identify options to resolve them

7.   check your customer's understanding of the information you have given

8.   close the customer contact following organisational guidelines

9.   close the customer contact in a professional, respectful and polite manner

Meet organisational and regulatory requirements during customer contact

10.   follow organisational and regulatory guidelines during contact with customers

11.   establish and explain the limits of your authority when dealing with customers

12.   communicate with customers to resolve difficulties relating to customer identification and validation

13.   deal with complex customer contacts referred from colleagues where their levels of competence or authority have been exceeded

14.   explain organisational and regulatory constraints to customers when they affect the customer service you can offer to them

15.   refer customers to colleagues, when their request exceeds your level of competence or authority

16.　use different sources of information to check and update your knowledge and understanding of organisational and regulatory requirements

Gather and use customer satisfaction information to support customer service delivery

17.　identify customer satisfaction questions that you are required to ask

18.　ensure your customer is satisfied with the information and service you have provided

19.　use information collected from customers to adapt and improve your customer service delivery

20.　refer customer problems or negative comments to a colleague with appropriate authority where necessary

21.　record responses to customer satisfaction questions following organisational guidelines

Monitor and analyse customer service performance

22.　identify key performance indicators (KPIs) for customer service delivery in a contact centre

23.　implement monitoring activities to assess customer service performance against key performance indicators

24.　validate data obtained when monitoring customer service performance and review against other identified sources of evidence

25.　identify key organisational and regulatory compliance requirements for customer service delivery

26.　inform colleagues of monitoring results, to identify actions for improvement

27.　follow current legal, regulatory and data protection requirements, codes of practice and organisational policies and procedures relating to handling personal information

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Knowledge and understanding

You need to know and understand:

1. the organisational guidelines on how to greet and identify customers in a contact centre
2. the ways to demonstrate active listening when interacting with customers and why this is important
3. how to use the conversation techniques to demonstrate your understanding of the customers' queries or requests
4. the services and products offered by your contact centre
5. the features and benefits of the services and products offered or supported by the contact centre
6. the limits of your competence or authority for dealing with customer problems and complaints
7. the details of the services and products offered or supported by the contact centre in order to handle more complex queries
8. the types of issues or problems that you are able to deal with on first contact and the options available for resolving them
9. the importance of supporting colleagues by dealing with customer queries and issues that are outside the limits of their authority
10. the organisational procedures and requirements for identification and validation of customers
11. how to check the customers' understanding of the information you have provided and why this is important
12. the importance of closing a customer contact in a professional way, following organisational guidelines
13. the importance of showing respect and politeness when dealing with customer contacts
14. the organisational and regulatory guidelines you are required to follow during contact with customers
15. the sources of information to check and update your knowledge and understanding of organisational and regulatory requirements
16. how customer satisfaction can be influenced by your behaviour towards the customer
17. the organisational procedures for checking customer satisfaction during a customer contact
18. the questions to ask a customer to check their level of customer satisfaction
19. how to monitor and analyse customer service performance
20. the key performance indicators (KPIs) for customer service delivery
21. the data validation principles
22. the actions for improvement as a result of monitoring data reports
23. how to use information collected to adapt and improve your customer service delivery
24. the relevant members of staff to refer customer problems or negative comments to if they are revealed during customer contact
25. the organisational requirements for record-keeping on customer

        contacts and customer feedback

26. the current legal, regulatory and data protection requirements,
codes of practice and organisational policies and procedures
relating to handling personal information and use of technologies

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