

Unit 40 Promote continuous improvement in customer service

This unit sits within the Customer Service Theme of Development and Improvement. This Theme covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments.

What this unit is about

This unit covers the key competence of the customer service professional.

You must be dedicated to the continuous improvement of customer service and this involves organising changes in customer service over and over again.

You will need to identify potential changes, think through their consequences and make them work.

Above all, this Unit covers the competence of organising and seeing through change that is sustainable and is in the spirit of continuous improvement in customer service.

Customer service standards

When you promote continuous improvement you must consistently:

40.1 Plan improvements in customer service based on customer feedback

- 40.1.1 gather feedback from customers that will help to identify opportunities for customer service improvement
- 40.1.2 analyse and interpret feedback to identify opportunities for customer service improvements and propose changes
- 40.1.3 discuss with others the potential effects of any proposed changes for your customers and your organisation
- 40.1.4 negotiate changes in customer service systems and improvements with somebody with sufficient authority to approve trial or full implementation of the change

40.2 Implement changes in customer service

- 40.2.1 organise the implementation of authorised changes
- 40.2.2 implement the changes following organisational guidelines
- 40.2.3 inform people inside and outside your organisation who need to know of the changes being made and the reasons for them
- 40.2.4 monitor early reactions to changes and make appropriate fine-tuning adjustments

40.3 Review changes to promote continuous improvement

- 40.3.1 collect and record feedback on the effects of changes
- 40.3.2 analyse and interpret feedback and share your findings on the effects of changes with others
- 40.3.3 summarise the advantages and disadvantages of the changes
- 40.3.4 use your analysis and interpretation of changes to identify opportunities for further improvement
- 40.3.5 present these opportunities to somebody with sufficient authority to make them happen

Knowledge and understanding

To be competent at promoting continuous improvement you need to know and understand:

- 40a how service improvements in your area affect the balance between overall customer satisfaction, the costs of providing service and regulatory requirements
- 40b how customer experience is influenced by the way service is delivered
- 40c how to collect, analyse and present customer feedback
- 40d how to make a business case to others to bring about change in the products or services you offer

Key words and phrases for this unit

- ⇨ continuous improvement
- ⇨ plan improvements
- ⇨ gather feedback
- ⇨ interpret feedback
- ⇨ work with others
- ⇨ identify changes
- ⇨ negotiate changes
- ⇨ implement changes
- ⇨ monitor changes
- ⇨ review changes
- ⇨ summarise changes
- ⇨ analyse changes
- ⇨ further improvement