

Unit 7 Understand customer service to improve service delivery

This Unit sits within the Customer Service Theme of Customer Service Foundations. This Theme covers the language and concepts of Customer Service as well as the organisational context and the external environment in which you have to work.

What this unit is about

Industries and organisations have developed a language and approach for Customer Service that is recognised and understood as the basic principles for service excellence. It is essential for you to understand and apply this language and approach if you are to become a true Customer Service Professional.

This unit is all about being able to understand and explain the principles of customer service and the way they can be applied in specific customer service situations. The basic principles defined in this unit underpin all aspects of making customer service work and enable you to place professional customer practice in the context of your occupational sector and your own organisation.

Customer service standards

When you understand customer service to improve service delivery you are able to:

7.1 Use accepted customer service language and apply its principles

- 7.1.1 explain how your organisation builds a service offer that will meet customer expectations
- 7.1.2 describe how the service offer is affected by financial and other resource limitations
- 7.1.3 describe what effects the service offer may have on the service chain
- 7.1.4 give examples of how customers may form their expectations of the services or products
- 7.1.5 explain the importance of effective teamwork and service partnerships for the delivery of excellent customer service
- 7.1.6 give examples of the similarities and differences in planning customer service offers for the commercial, public sector and private sector not-for-profit organisations
- 7.1.7 explain how customer service can provide added value to a public sector or private sector not-for profit organisation
- 7.1.8 explain how customer service can provide a competitive advantage for a commercial organisation
- 7.1.9 explain why your organisation must limit the level of customer service it gives in order to balance customer satisfaction with organisational goals
- 7.1.10 explain how your behaviour and the behaviour of customers can influence the level of customer satisfaction achieved
- 7.1.11 give positive examples of how you deal with different customer behaviours and personalities when managing problems and complaints
- 7.1.12 explain the importance of effective communication in the delivery of excellent customer service
- 7.1.13 give examples of how you ensure that communication with diverse groups of customers is effective and efficient
- 7.1.14 explain the significance of continuous improvement within customer service and the way that change and the management of change are central to ongoing customer satisfaction

7.2 Place customer service principles in context for your professional customer service role

- 7.2.1 give examples of approaches different sectors may take to customer service
- 7.2.2 explain your organisation's policies and procedures for the delivery of services or products and why it is important to follow them
- 7.2.3 give examples of the service offer of competitors of your organisation or explain how your organisation's service offer is benchmarked if it is not in a competitive environment
- 7.2.4 give examples of the essential features and benefits of your organisation's services or products that influence customer service delivery and satisfaction
- 7.2.5 describe how your organisation balances its needs with customer expectations and needs
- 7.2.6 explain the ethical and values base of your organisation's approach to customer service

Knowledge and understanding

The knowledge and understanding relating to this unit are contained in the Customer Service Standards above.

Key words and phrases for this unit

- ⇒ understand customer service language and concepts
- ⇒ know customer service principles
- ⇒ understand service offer

- ☞ understand service chain
- ☞ know meaning of added value
- ☞ know meaning of competitive advantage
- ☞ understand customer behaviour
- ☞ understand service partnerships