Unit 46 - Developing Customer Service Skills

Overview

Developing customer service skills at Entry Level 3 requires the candidate to understand the benefits to a company of good customer service and the opposite with bad service. They need to understand that people often judge on first impressions and if that is not good, they will not come back. They need to demonstrate that they can communicate effectively and efficiently with customers at all times and how the customer is "always right".

A work activity will typically be ‘straightforward or routine’ because:

The task or context will be familiar and involve few variable aspects. The techniques used will be familiar or commonly undertaken.

Example of context – Make a simple report on customer service.

Assessor's guide to interpreting the criteria

General Information

QCF general description for Level 1 qualifications

- Achievement at RQF entry level 3 (EQF Level 1) reflects the ability to use relevant knowledge, skills and procedures to complete routine tasks. It includes responsibility for completing tasks and procedures subject to direction or guidance.
- Use knowledge of facts, procedures and ideas to complete well- defined, routine tasks. Be aware of information relevant to the area of study or work
- Complete well-defined routine tasks. Use relevant skills and procedures. Select and use relevant information. Identify whether actions have been effective.
- Take responsibility for completing tasks and procedures subject to direction or guidance as needed

Requirements

- Standards must be confirmed by a trained Level 1 Assessor or higher
- Assessors must at a minimum record assessment judgements as entries in the online mark book on the INGOTs.org certification site.
- Routine evidence of work used for judging assessment outcomes in the candidates' records of their day to day work will be available from their e-portfolios and online work. Assessors should ensure that relevant web pages are available to their Account Manager on request by supply of the URL.
- When the candidate provides evidence of matching all the criteria to the specification, subject to the guidance below, the assessor can request the award using the link on the certification site. The Account Manager will request a random sample of evidence from candidates' work that verifies the assessor's judgement.
- When the Account Manager is satisfied that the evidence is sufficient to safely make an award, the candidate's success will be confirmed and the unit certificate will be printable from the web site.
- Each unit at Level 1 has recommended 40 guided learning hours based on time required to complete by an average learner.

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Assessment Method

Assessors can score each of the criteria N, L, S or H. N indicates no evidence and it is the default setting. L indicates some capability but some help still required to meet the standard. S indicates that the candidate can match the criterion to its required specification in keeping with the overall level descriptor. H indicates performance that goes beyond the expected in at least some aspects. Candidates are required to achieve at least S on all the criteria to achieve the full unit award. Once the candidate has satisfied all the criteria by demonstrating practical competence in realistic contexts they achieve the unit certificate.

Expansion of the assessment criteria

1. The candidate will know about the benefits to an organisation of good customer service

1.1 I can list three examples of good practice in customer service

Candidates should be list three clear examples of good service

Evidence: Documentation in portfolios, assessor observations.

Additional information and guidance

There is some level of agreement on good customer service [1], though candidates might have their own ideas which work for them in practice or which have been told to them by their company. They need three examples.

1.2 I can give three reasons why good customer service is important for an organisation

Candidates should be able to list three reasons

Evidence: Documentation in portfolios, assessor observations.

Additional information and guidance

Candidates may well have been trained in this aspect of the company and may have specific reasons they were given. Many will be common sense. A company needs customers to earn money to pay staff and other bills, therefore, without good customer service, there is no company in the long term. Also, much business is based on recommendations and word of mouth, so if you are good to one customer, you are likely good to 100. Today it is very competitive in any industry so customers have lots of choices to go somewhere else, therefore good customer service will keep them with you.

2. The candidate will understand the possible consequences of poor customer service

2.1 I can state how poor customer service can impact on: customers: the organisation itself: staff

The candidate will be able to give examples for these

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

Customers will probably not use the company again and will not recommend the company, so more sales will be lost over time. The organisation will loose business to competitors and over time will slowly collapse. Staff will not want to work at the company as they will see that the company is no good.

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3. The candidate will understand the value of first impressions

3.1 I can give two reasons why it is important to make a good first impression

The candidate will be able to give two clear examples

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

Most people make snap judgements about people. It is probably a reflex action that comes from evolution to make quick decisions for safety. A first impression will be the most powerful so if a customer has a good first impression of customer service, they may not notice if isn't as good at a later time.

3.2 I can state one way of creating a positive first impression when communicating: face-to-face: on the telephone: in writing

The candidate will be able to give some examples.

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

In most cases, some level of politeness is always good for first impressions as it makes people more comfortable. Therefore, smiling when you first meet people will make them feel at ease. On the telephone, be polite and listen carefully. When writing, use formal language.

4. The candidate will know about positive verbal and non-verbal interaction with customers

4.1 I can give an example of non-verbal communication

The candidate will be able to give an example

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

No-verbal communication is more commonly known as body language, or anything that is not spoken. If you are talking to someone, it is not very good to roll your eyes if you disagree as it makes it seem that you are not interested in them and don't care. If you slouch or pull faces, it will also not be received well.

4.2 I can name one appropriate and one inappropriate way of communicating verbally with customers

The candidate will be able to give an example of each

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

In most instances, as with other criteria here, it probably relates to politeness and good manners. If you speak formally and introduce yourself and ask what a customer needs,this will be appropriate, if you use slang and are somewhat aggressive, in "oi, what do you want", in a loud and aggressive way, it will be inappropriate.

4.3 I can state one way in which non-verbal communication can be used positively to

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support face-to-face communication

The candidate will be able to give an example

Evidence: From portfolios, local testing, assessor observations

Additional information and guidance

Smiling or perhaps nodding in support while someone is speaking will be viewed positively by a customer.

5. The candidate will recognise the importance of respect for the individual in relation to good customer service

5.1 I can give one reason for maintaining customer confidentiality

The candidate will be able to give a good reason to show they understand

Evidence: From assessor observations

Additional information and guidance

Customers trust companies to look after them and their personal details. It is really important to maintain this trust and not give out anything about customers that will embarrass them or make it hard for them to be out in public. There are also a number of laws which protect customers against giving away personal data about them such as the GDPR [2].

5.2 I can name one way to maintain customer confidentiality

The candidate will be able to demonstrate ways to protect customers

Evidence: From assessor observations

Additional information and guidance

One key way is use some form of data protection protocol.

Moderation/verification

The assessor should keep a record of assessment judgements made for each candidate guided by the above guidance. Criteria should be interpreted in the context of the general descriptors of RQF Level 1 qualifications. They should make notes of any significant issues for any candidate and be in a position to advise candidates on suitable routes for progression. They must be prepared to enter into dialogue with their Account Manager and provide their assessment records to the Account Manager through the on-line mark book. They should be prepared to provide evidence as a basis for their judgements through reference to candidate e-portfolios. Before authorising certification, the Account Manager must be satisfied that the assessors judgements are sound. In the event of missing evidence, the assessor will be requested to gather appropriate information before the award can be made.

Source URL: https://theingots.org/community/emel3u46x

Links
[1] https://www.thebalancesmb.com/rules-for-good-customer-service-2948079
[2] https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/

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