

Unit C34 Resolve customer service problems

Introduction

Summary

The delivery of excellent customer service involves meeting and exceeding customer expectations.

However, even if your customer service overall is excellent, some customers will experience problems. Part of your job is to help to resolve those problems.

Some problems are reported by customers. In other situations, you spot the problem first and resolve it before your customer has even noticed that there might be a problem.

For this Unit you need to resolve both types of problem having looked at all the options.

This Unit is particularly important to customer service because many customers judge the customer service of your organisation by the way in which their problems are resolved.

The unit is divided into four parts. The first part (page 2) gives some examples and explanations of some words we use in the unit. The second part (pages 3-5) describes the three things you have to do. These are:

C34.1 Identify customer service problems

C34.2 Select the best solution to resolve customer service problems

C34.3 Implement the solution to customer service problems

The third part (page 6) describes the knowledge and understanding you must have.

The fourth part shows the evidence you must produce.

Target Group

The unit is intended staff who work with customers on a day-to-day basis.

Linked Units

This unit links closely with all other units that involve you working with customers.

Place in the NVQ/SVQ Framework

This unit is an option in the level 2 Operational Services NVQ/SVQ.

This unit is taken from the standards for Customer Service at level 2.

Links to Key and Core Skills

This unit will provide some evidence for the following QCA Key Skills:

Communication 2.1a, 2.1b, 2.2, 2.3

Working with Others 2.1, 2.2, 2.3

Problem Solving 2.1, 2.2, 2.3

and the following SQA Core Skills:

Communication Intermediate 1

Working with Others Intermediate 1

Problem Solving Intermediate 1

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What We Mean By Some of the Words Used in this unit

Appropriate authority	<i>the person in the organisation who is responsible for the service that the customer is having problems with</i>
Available options	<i>things that you can realistically do – within your organisation's policies and procedures – to solve the customer's problem</i>
Commitments	<i>what you or your organisation has promised the customer</i>
Communicate	<i>this could include by speaking or writing, or showing customers written information but also covers e.g. tone of voice, body language.</i>
Customers	<i>these could be external customers – individuals, groups or organisations for whom you provide a service – or they could be internal customers – other staff or departments in your organisation</i>
Implement a solution	<i>putting the agreed solution into practice</i>
Information	<i>this could be spoken or written information</i>
Problems	<i>this could be any problem the customer has experienced – this could range from a complaint to the customer needing advice</i>
Repeated problems	<i>problems that occur with a range of customers over a period of time</i>
Resolve	<i>solving the problem</i>

C34.1

Identify customer service problems

The National Standard

What you must do

To meet the national standard, you must:

1. gather and interpret information from your customers about problems they have raised
2. ask your customers appropriate questions to check your understanding of their problems
3. identify repeated problems and alert the appropriate authority
4. share customer feedback with others to help identify potential problems before they occur
5. work independently or with others to identify problems with systems and procedures before they begin to affect your customers

What you must cover

Please see the 'Evidence Requirements' on the last page of this unit.

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C34.2

Select the best solution to resolve customer service problems

The National Standard

What you must do

To meet the national standard, you must:

- 1 identify the available options for resolving customer service problems
- 2 consult with others to identify and confirm the options available to resolve those problems
- 3 work out the advantages and disadvantages of each option for your customer and your organisation
- 4 select the best overall option for your customer and your organisation
- 5 suggest to your customer other ways that problems may be resolved if you are unable to help

What you must cover

Please see the 'Evidence Requirements' on the last page of this unit.

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C34.3

Implement the solution to customer service problems

The National Standard

What you must do

To meet the national standard, you must:

- 1 discuss and agree the proposed option for solving the problem with your customers
- 2 take action to implement the option agreed with your customers
- 3 work with others and your customers to make sure that any commitments related to solving the problem are kept
- 4 keep your customers fully informed about what is happening to resolve problems
- 5 check with your customers to make sure the problem has been resolved to their satisfaction
- 6 give clear reasons to your customers when the problem has not been resolved to their satisfaction

What you must cover

Please see the 'Evidence Requirements' on the last page of this unit.

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What you must know and understand

To be competent in this unit, you must know and understand the following

For the whole unit

- K1 what your customers' rights are and how these rights limit what you are able to do for your customer
- K2 the specific aspects of:
 - health and safety
 - data protection
 - equal opportunities
 - disability discrimination
 - legislation and regulations that affect the way the products or services you deal with can be delivered to your customers
- K3 industry, organisational and professional codes of practice and ethical standards that affect the way the products or services you deal with can be delivered to your customers
- K4 any contractual agreements that your customers have with your organisation
- K5 the products or services of your organisation relevant to your customer service role
- K6 the guidelines laid down by your organisation that limit what you can do within your job
- K7 the limits of your own authority and when you need to seek agreement with or permission from others
- K8 any organisational targets relevant to your job, your role in meeting them and the implications for your organisation if those targets are not met
- K9 how to communicate in a clear, polite, confident way and why this is important
- K10 organisational procedures and systems for dealing with customer service problems
- K11 how to defuse potentially stressful situations
- K12 how to negotiate
- K13 the limitations of what you are able to offer your customer

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Evidence Requirements

To be assessed as competent in this unit, you must show the following evidence.

Simulation is not allowed for any performance evidence within this Unit. You must supply all the evidence from work you have carried out with customers in your workplace. Your customers can be internal or external to the organisation or a combination of both.

You must prove that you have dealt effectively with a series of customer service problems. You must produce evidence that shows you have done this over a period of time with different customers on different occasions.

Your evidence must include examples of solving problems involving each of the following:

- problems first identified by customers
- problems that you have identified before they affect your customer
- problems due to differences between your customers' expectations and what your organisation can offer
- problems due to a system or procedure failure
- problems due to a lack of resources or human error

Your evidence will need to show that you:

- have made positive efforts to keep your customers informed at all times while problems are being resolved
- supplied relevant information tactfully when customers have requested it
- supplied relevant information tactfully when customers have not requested it
- have used agreed organisational procedures when solving problems
- have made exceptions to usual practice with the agreement of others

All options you have considered must be based on the existing products or services offered by your organisation.

Your evidence must show that you have applied the knowledge and understanding requirements when you are dealing with your customers.