**⚫ UNIT 21: Deliver reliable customer service**

**T**

**his unit is all about how you operate and deliver customer service within your own organisation’s service system. Your organisation will probably have a set of rules and procedures in place to help ensure that you deliver exceptional customer service, know how to deal with complaints and know how to behave and operate within the company.**

You will be able to operate well within this system and set of procedures if you bear in mind the following:

**BE PREPARED!** Make sure your knowledge and understanding of the goods and services offered by your organisation is up to date and fully informed. Make sure you have everything you need to do your job well at the start of each and every shift or working day.

**GOOD HOUSEKEEPING!** Keep your work area tidy and well organised. Keep your records up to date on a daily basis if possible. Keep records of any issues you are dealing with on behalf of your customers; then, if you are absent, a colleague will be able to easily & effectively pick up your job where you left off.

**BE REALISTIC!** Both in your attitude to what you are able to do on a daily basis as well as in the promises you make to customers. Never promise you can do something for a customer unless you know you really can deliver. A Broken promise results in BAD customer service!

**UNDER PROMISE & OVER DELIVER!** – If you can resolve a problem in 10 minutes-say it will take you an hour...if you do it in 10 your customer will be very happy, if it takes longer, you won’t have let them down!

**ALWAYS KEEP YOUR CUSTOMERS INFORMED!** Even if you haven’t resolved their problem-let them know. Explain to them that you’re still sorting it out!

**BE ADAPTABLE!** Your customers’ expectations may change & you will need to accommodate this change and make sure they’re still happy with the customer service you provide.

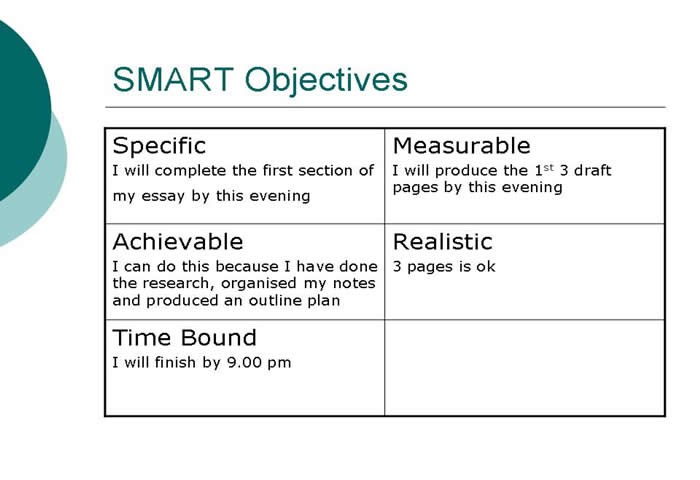
**IMPROVE! IMPROVE! IMPROVE!** Keep striving to improve your customer service in every way. Learn from your mistakes, remain flexible & always try to improve on every aspect of customer service that you deliver. You are undoubtedly working in a very competitive market so do all you can to make yourself and your organisation the best it can be.

**COMMUNICATE WITH YOUR COLLEAGUES!** Good customer service relies on you communicating with your colleagues; whether its asking for their help, offering to assist them or just passing on the information you have about your own interaction with customers, communication is key.

**SET YOUR OWN PERSONAL TARGETS AND GOALS!** Improvement comes with the achievement of realistic goals & targets within your own job description. Your goals should be SMART! These goals and targets should also be the aim of your organisation in general. SMART goals are :

|  |  |  |
| --- | --- | --- |
| **S** | pecific | Is it a specific task that staff can realistically undertake and complete? |
| **M** | easurable | Can I measure objectively if the task was successful? |
| **A** | chievable | Can it be achieved within the timescale allocated? |
| **R** | elevant | Is it sensible and realistic? |
| **T** | imed | Have I applied a timescale in which it should and can be completed. |

**Try this exercise**



|  |  |
| --- | --- |
| **Specific**  I will complete unit 21 of my workbook by this evening | **Measurable**  I will ensure all questions in the unit have been answered fully |
| **Achievable**  I can do this because I have read through the introduction, organised my time and have an outline plan in my head | **Realistic**  My other activities will not be disrupted by completing this unit |
| **Time bound**  I will start at 8.00 and finish by 9.00 |  |

Look at the objectives listed below and analyse each of them using the 5 SMART measures. Assume that these are objectives for your work situation. Using your judgement and experience tick any or all measures for each objective that you think are satisfactorily met. Remember, the answers you give will depend on where and how you work, the exercise is designed to get you thinking about the use of SMART objectives.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Objective | Measure | ✓ |
| 1 | Keep statistics of all telephone calls made from and to my line and notify my team leader of all the figures by close of play on Friday afternoons | Specific? |  |
| Measurable? |  |
| Achievable? |  |
| Relevant? |  |
| Timed? |  |
| 2 | Provide all necessary assistance to other members of my team | Specific? |  |
| Measurable? |  |
| Achievable? |  |
| Relevant? |  |
| Timed? |  |
| 3 | Try to be polite to customers | Specific? |  |
| Measurable? |  |
| Achievable? |  |
| Relevant? |  |
| Timed? |  |
| 4 | Send a written response to all customer complaints received within 10 working days of receipt of the complaint | Specific? |  |
| Measurable? |  |
| Achievable? |  |
| Relevant? |  |
| Timed? |  |
| 5 | Check my emails on a daily basis and ensure that all emails are answered within 2 working days | Specific? |  |
| Measurable? |  |
| Achievable? |  |
| Relevant? |  |
| Timed? |  |

**SERVICE DELIVERY**

Any organisation needs to ensure that its service delivery is effective. To do this an organisations service delivery needs to be regularly checked, and this can be done in the following ways.

* Ensure that your records are constantly updated.
* Work towards achievable goals in service delivery at all times.
* Monitor your personal progress against these goals.
* Whenever you can, ask customers for feedback and keep a record of this feedback.
* Monitor feedback. In this way, you’ll see any areas of delivery which need amending or improving.
* Deal with recurring problems as soon as you can. Discuss recurring problems at staff meetings and find achievable solutions.
* Ensure that any improvements or changes are communicated effectively to both colleagues and customers.
* Monitor these changes to find out how effective they’ve been. Take the time to ask customers if they feel the changes have improved the service you offer.
* Add value to every customer service encounter. Do everything you can to leave the customer delighted with the service.

**Once you’ve read this unit and fully understand the importance of reliable customer service and what you can do to achieve it, complete the activities in the next unit.**

**UNIT 21 Assessment Activities**

**This unit is all about how you deliver consistent and reliable service to customers.**

**As well as being good** with people, you need to work with your organisation’s service systems to

meet and, wherever possible, exceed customer expectations.

**Key words and phrases for this unit:**

• operate telephone system

• prepare service

• keep promises

• inform customers

• check delivery

• improve service

• share information

In your job there will be many examples of how you combine your approach and behaviour with your organisation’s systems. You need to prepare for each transaction with a customer, deal with different types of customers in different circumstances and check that what you have done has met customer expectations.

|  |
| --- |
| **⮛ START HERE ⮛** |

**1. What are your organisation’s key procedures and systems which state how customer service is delivered?** *21.ku.a*

**2.** **What are the published measures or standards laid down by your organisation that shape customer service?** *21.ku.b*

**3.** **How does the organisation keep a check on whether staff are delivering the quality of customer service it is promoting?** *21.ku.c*

The knowledge and understanding from unit 21 has been satisfactorily completed, all work carried out by the learner

Assessor’s Name: Signature:

The work in this unit is all my own

Learner’s Name: Signature:

Date:

Assessor Feedback:

**Below are the standards for Unit 21.**

**Working with your assessor you will need to provide evidence that you are competent in each standard.**

***UNIT 21*** *Customer Service Standards*

***When you deliver customer service you must consistently:***

*21.p1.a) keep your knowledge of your organisation’s services or products up-to-date*

*21.p1.b) ensure that the area you work in is tidy, safe and organised efficiently*

*21.p1.c) prepare and arrange everything you need to deal with your customers before your shift or period of work commences*

*21.p2.a) make realistic promises to your customers about the delivery of services or products*

*21.p2.b) ensure that your promises balance the needs of your customer and your organisation*

*21.p2.c) keep your promises to your customers*

*21.p2.d) inform your customers if you cannot keep your promises due to unforeseen circumstances*

*21.p2.e) recognise when your customer’s needs or expectations have changed and adapt your service to meet their new requirements*

*21.p2.f) keep your customer informed if delivery of the service needs to involve passing them on to another person or organisation*

*21.p3.a) check that the service you have given meets your customer’s needs and expectations*

*21.p3.b) identify when you could have given better service to your customer and how your service could have been improved*

*21.p3.c) share information with colleagues and service partners to maintain and improve your standards of service delivery.*

***People competent at delivering reliable customer service you must know and understand:***

*21.ku.a) your organisation’s procedures and systems for delivering customer service*

*21.ku.b) methods or systems for measuring an organisation’s effectiveness in delivering customer*

*service*

*21.ku.c) your organisation’s procedures and systems for checking service delivery*

*21.ku.d) your organisation’s requirements for health and safety in your area of work*

|  |
| --- |
|  |

**On-programme administration checklist**

|  |  |
| --- | --- |
| **Activity to be completed at the end of this unit** | **Assessor’s initials** |
| 1) Complete Action/Review Plan with learner |  |
| 2) Forward copy of assessment plan/review to Administration |  |
| 3) Update Skillwise |  |

All administration for the end of Unit 21 is complete

Signed…………………………………………. Date……