**CS 31 Resolve customers’ complaints**

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| **Learning Outcome** | **Assessment Criteria** | **Guidelines and range**  **The candidate provides evidence that they understand:** |
| 1. Understand the monitoring and resolution of customers’ complaints | * 1. Assess the suitability of a   range of monitoring techniques for customers’ complaints | Monitoring techniques   * Customer feedback * Customer records * Sales * Returns |
| * 1. Explain how to identify those   complaints that should prompt a review of the service offer and service delivery | Service offer  This details what an organisation will do for a customer, what level of customer service will be on offer and the limit of what will be offered. It also ensures consistency in the service offered.  Service delivery  This is about getting the goods or services to the customer in the optimum or agreed timescale e.g. from the number of people who can be waiting in a queue at the till before assistance must be requested to the length of time callers should be waiting before answered or keeping to an agreed product delivery time. |
| * 1. Explain negotiating techniques   used to resolve customers’ complaints | Negotiating techniques   * Know what has to be achieved * Prepare for any discussion * Be confident * Share information * Listen * Be ready for compromise * Close with confirmation |
| * 1. Explain conflict management   techniques used in dealing with upset customers | Conflict management techniques   * Listen * Be assertive – not aggressive * Remain calm * Show understanding and be prepared to seek a solution * Consider a compromise * Recognize when it is not working and when to involve others. |
| * 1. Explain organisational   procedures for dealing with customer complaints |  |
| * 1. Explain when to escalate   customers’ complaints |  |
| * 1. Explain the cost and   regulatory implications of admitting liability on the basis of a customer complaint |  |
| * 1. Explain the advantages and   limitations of offering compensation or replacement products and/or services |  |
| Evidence may be supplied by:   * Professional discussion * Reflective account * Questioning * Organisational policies and procedures * Conflict management techniques * Service offer * Refund policy * Knowledge base content\* | | |
| 2. Be able to deal with customers’ complaints | 2.1 Confirm the nature, cause and implications of customers’ complaints |  |
| 2.2 Take personal responsibility for dealing with complaints | Personal responsibility  Here you will be required to show you have taken responsibility for each of the complaints you have dealt with. You are not required to have resolved them all yourself but to take responsibility by e.g. escalating the issue, keeping the customer informed of progress and following up with the customer to ensure the complaint has been resolved. Resolved does not mean the customers’ complaints have all been upheld but that the customer has been satisfied the complaints process has been carried out. |
| 2.3 Communicate in a way that recognises customers’ problems and understands their points of view |  |
| 2.4 Explain the advantages and limitations of different complaint response options to customers |  |
| 2.5 Explain the advantages and limitations of different complaint response options to the organisation |  |
| 2.6 Keep customers informed of progress |  |
| 2.7 Agree solutions with customers that address the complaint and which are within the limits of their own authority |  |
| 2.8 Record the outcome of the handling of complaints for future reference |  |
| 2.9 Adhere to organisational policies and procedures, legal and ethical requirements when dealing with customers’ complaints | Organisational policies and procedures which relate to:   * Roles and responsibilities showing limits of authority * Service offer * Handling of customer issues.   Legal requirements:   * Sale of Goods Act (Sale and Supply of Goods to Consumers Regulations) * Trade Descriptions Act * Data Protection Act.   Ethical requirements   * Organisational principles * Values * Fairness. |
| Evidence may be supplied by:   * Observation * Witness testimony * Customer records\* * Professional discussion * Questioning * Reflective account * Organisational policies and procedures\* * Knowledge base content\* * Service offer\* * Refund policy\* | | |

\*Internal/organisational documentation need not be held in the candidate’s portfolio but held in the workplace with reference made to where it can be found and its relevance to the criteria.