**Learner name: Date:**

***Answer: all areas marked in red***

**UNIT 423: Review the quality of customer service**

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| **Learning Outcome** | **Assessment Criteria** | **Guidelines and range****The candidate provides evidence that they understand:** |
| 1. Understand how to review the quality of customer service  | 1.1 Explain the value of measuring the quality of customer service | ***Answer:*** |
| 1.2 Analyse the criteria for and factors involved in setting customer service standards | ***Answer:*** |
| 1.3 Explain how to construct representative samples | **Representative samples** are a small quantity of e.g. data, people who represent the entire batch, group from which they are drawn. The sample will depend on the original batch or group e.g. the number of people, their ages etc.***Answer:*** |
| 1.4 Analyse methods of validating information and information sources | **Validating**Confirming accuracy, authenticity***Answer:*** |
| 1.5 Explain how to set and use customer service performance metrics | **Customer service performance metrics**Measure the organisation’s performance and activities. Examples could befocusing on customer satisfaction, the customer experience, resolution of problems and complaints. In a call centre environment it could be e.g. average wait time or calls abandoned. ***Answer:*** |
| 1.6 Explain the use of customer feedback in the measurement of customer service | ***Answer:*** |
| 1.7 Analyse the advantages and disadvantages of a range of data analysis methods | **Data analysis methods**Quantitative and qualitative***Answer:*** |
| 2. Be able to plan the measurement of customer service  | 2.1 Identify the features of customer service against which customer satisfaction can be measured  | ***Answer:*** |
| 2.2 Select data collection methods that are valid and reliable  | **Data collection methods e**.g. Surveys, focus groups, informal customer feedback, observation |
| 2.3 Specify monitoring techniques that measure customer satisfaction  | **Monitoring techniques** e.g. KPI’s, sales figures, returns, complaints***Answer:*** |
| 2.4 Establish evaluation objectives and key performance indicators (KPIs) in the measurement of customer service  | **Evaluation objectives**What you want to gain from the measurement of customer service. They will enable you to reflect on possible future needs or change needed. |
| 2.5 Specify the information to be collected  | ***Answer:*** |
| 3. Be able to evaluate the quality of customer service  | 3.1 Validate the information collected to identify useable data  |  |
| 3.2 Use information analysis methods that are appropriate to the nature of the information collected  | **Information analysis methods:** Qualitative, quantitative. |
| 3.3 Identify instances of effective customer service, shortfalls and gaps from the information analysis against agreed criteria  | ***Answer:*** |
| 3.4 Develop recommendations that address identified areas for improvement supported by evidence  |  |
| Evidence may be supplied by:* Observation, witness testimony, questioning, professional discussion, reflective account, customer feedback, information analysis, report on building and maintaining effective customer relations, organisational policies and procedures\*, legislative and regulatory requirements and/or organisational documentation\*

**Note:** ***Here the candidate may prefer to produce a report that outlines how they worked their way through the unit. This report will require to be backed by additional evidence that provides confirmation that they competently reviewed the quality of customer service over time.******\*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.***  |