

Note: This unit has been taken from the National Occupational Standards developed by the Institute of Customer Service (ICS), the standards setting body for customer service. The format of the unit is different to that used by the Management Standards Centre (MSC) for the units the MSC has developed.

UNIT OVERVIEW

What is the unit about?

This unit is all about what to do when it is difficult to meet customer expectations.

Even if the service you give is excellent, some customers will experience problems. Part of your job is to help to resolve those problems. A problem is anything that means customer expectations are not being met. This may be because your customer's expectations involve more than you can offer or because your service procedures have not been followed.

Some problems are reported by customers and sometimes you spot the problem first and resolve it before your customer has even noticed.

As soon as you are aware of a problem, you need to consider the options and then choose a way to put it right.

This unit is particularly important in customer service because many customers judge how good the customer service of your organisation is by the way problems are handled.

Key words and phrases for this unit

- listening
- recognise repeated problems
- share feedback
- choose amongst options
- work with others
- resolve problems
- check progress
- give explanations

BEHAVIOURS WHICH UNDERPIN EFFECTIVE PERFORMANCE

When you resolve customer service problems you must consistently:

Element 1 - Spot customer service problems

- 1.1 Listen carefully to your customers about problems they have raised.
- 1.2 Ask your customers about the problem to check your understanding.
- 1.3 Recognise repeated problems and alert the appropriate authority.
- 1.4 Share customer feedback with others to identify potential problems before they happen.

- 1.5 Identify problems with systems and procedures before they begin to affect your customers.

Element 2 - Pick the best solution to resolve customer service problems

- 2.1 Identify the options for resolving a customer service problem.
- 2.2 Work with others to identify and confirm the options to resolve a customer service problem.
- 2.3 Work out the advantages and disadvantages of each option for your customer and your organisation.
- 2.4 Pick the best option for your customer and your organisation.
- 2.5 Identify for your customer other ways that problems may be resolved if you are unable to help.

Element 3 - Take action to resolve customer service problems

- 3.1 Discuss and agree the options for solving the problem with your customer.
- 3.2 Take action to implement the option agreed with your customer.
- 3.3 Work with others and your customer to make sure that any promises related to solving the problem are kept.
- 3.4 Keep your customer fully informed about what is happening to resolve problem.
- 3.5 Check with your customer to make sure the problem has been resolved to their satisfaction.
- 3.6 Give clear reasons to your customer when the problem has not been resolved to their satisfaction.

KNOWLEDGE AND UNDERSTANDING

To be competent in resolving customer service problems you must know and understand:

- Organisational procedures and systems for dealing with customer service problems.
- How to defuse potentially stressful situations.
- How to negotiate.
- The limitations of what you can offer your customer.