

Unit Title: Customer Service Operations
Unit Level: Level 4
Unit Credit Value: 9
GLH: 42
LASER Unit Code: WJE863
Ofqual Unit Code: J/507/1557

This unit has 4 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand the principles underpinning customer service.	1.1	Analyse theories and models of customer service.
		1.2	Analyse how effective customer service depends on and underpins organisational systems and procedures.
		1.3	Assess the skills needed by those delivering customer service.
		1.4	Analyse the requirements of customer service policies and strategies.
		1.5	Evaluate the use of market segmentation and customer profiles.
		1.6	Analyse the relationship between customer service, marketing and sales.
		1.7	Evaluate the importance of customer service to brand and organisational values.
2.	Understand the design of customer service procedures and processes.	2.1	Analyse the requirements of customer service procedures and processes.
		2.2	Evaluate the factors to be taken into account in the design of post-transaction procedures and processes.
		2.3	Explain how to carry out a risk assessment of customer service.
		2.4	Explain how process designs facilitate the customer journey.
		2.5	Assess the factors to take into account when designing management controls for customer service delivery.
		2.6	Explain customer service feedback mechanisms.
3.	Understand the measurement of customer service.	3.1	Evaluate the advantages and limitations of different ways of measuring customer service.
		3.2	Analyse the criteria for and factors involved in setting customer service standards.
		3.3	Analyse the requirements for reviewing and updating customer service procedures and processes.

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		3.4	Evaluate the relationship between customer service and quality improvement.
		3.5	Explain how to set and use customer service performance measures.
		3.6	Explain the use of customer feedback in the measurement of customer service.
4.	Be able to deliver customer service.	4.1	Take steps to ensure that the needs of customers are balanced with organisational objectives.
		4.2	Agree realistic and achievable actions with customers.
		4.3	Identify areas for improvement in their own customer service delivery.
		4.4	Adapt their own customer service delivery to meet customers' expectations.

Assessment Guidance:
NA

Additional Information:
NA