

Understand working in a customer service environment

UBU1

The aim of this unit is to develop the knowledge and understanding of the importance of customer service to an organisation and who its customers are. You will also develop the skills to work in a customer service role and know how to refer customer's queries.

Level
1
Credit value
3
GLH
25
Observation(s)
0
External Paper(s)
0



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Learning outcomes

On completion of this unit you will:

1. Know the importance of customer service
2. Know the factors affecting customer service
3. Know how to work in a customer service role
4. Know how to refer customer queries and problems to others

Evidence requirements

1. Knowledge outcomes

There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.

2. Tutor/Assessor guidance

Your tutor **must** refer to the '**Skills CFA Assessment Strategy**' when delivering this unit. This can be found on www.vtct.org.uk under the relevant qualification page.

You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

For guidance on the assessment material for some individual units please refer to the '**Assessment Guidance**'. This can be found on www.vtct.org.uk under the relevant qualification page.

3. External paper

There is no external paper requirement for this unit.

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

Relationship to National Occupational Standards

This unit is linked to Customer Service (2013) National Occupational Standards:

- CFACSA4 Give customers a positive impression of yourself and your organisation
- CFACSB2 Deliver reliable customer service
- CFACSC1 Recognise and deal with customer queries, requests and problems
- CFACSF3 Show understanding of customer service principles

*This is not an exhaustive list.

Learning outcome 1

Know the importance of customer service

You can:	Portfolio reference
a. State what is meant by “customer service”	
b. State why effective customer service is important to an organisation	

Learning outcome 2

Know the factors affecting customer service

You can:	Portfolio reference
a. Outline the difference between an internal and an external customer	
b. State how to identify customers' needs and expectations	
c. List information sources needed to deliver reliable customer service	
d. Describe the relationship between customer expectations and customer satisfaction	

Learning outcome 3

Know how to work in a customer service role

You can:	Portfolio reference
a. Identify personal behaviours that can positively affect customers' perceptions of an organisation and its products and/or services	
b. Identify the job roles within a team delivering customer service	
c. State the standards of personal presentation and behaviour expected by customer service staff in different organisations	
d. State standards and practices that relate to a service offer within different types of organisation	
e. Describe how legislation and organisational requirements affect what can be promised or carried out in a customer service role	
f. Describe the procedures for protecting customers' personal information and safety	
g. State the importance of protecting customers' personal information and safety	

Learning outcome 4

Know how to refer customer queries and problems to others

You can:	Portfolio reference
a. Describe types of customer behaviour that show when a customer is dissatisfied	
b. State the procedures to be followed when dealing with customer queries or problems	
c. State to whom to refer customer queries and problems	

Notes

Use this area for notes and diagrams





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