

# Deliver customer service

## UBU19

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The aim of this unit is to develop your knowledge, understanding and skills to deliver customer service in an organisation. You will learn how to treat customers as individuals and plan how to deliver a service. You will understand the relationship between the organisation brand and the customer and how this can affect the promises made to the customers.

Level

2

Credit value

5

GLH

27

Observation(s)

2

External Paper(s)

0



### Learning outcomes

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#### On completion of this unit you will:

1. Be able to prepare to deal with customers
2. Be able to provide customer service
3. Be able to support improvements to customer service delivery
4. Understand customer service delivery
5. Understand the relationship between customer service and a brand

### Evidence requirements

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#### 1. Environment

Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).

#### 2. Simulation

Simulation is not allowed in this unit.

#### 3. Observation outcomes

Competent performance of Observation outcomes must be demonstrated on **at least two occasions**. Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

#### 4. 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.

#### 5. 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](http://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](http://www.vtct.org.uk) under the relevant qualification page.

#### 6. External paper

There is no external paper requirement for this unit.

# Achieving observations

## Achieving observation outcomes

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Your assessor will observe your performance of practical tasks. The minimum number of competent observations required is indicated in the Evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through professional discussion and/or oral questioning. This evidence will be recorded by your assessor in written form or by other appropriate means.

Your assessor will sign off a learning outcome when all criteria have been competently achieved.

## Relationship to National Occupational Standards

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Customer Service (2013) National Occupational Standards:

- CFACSA1 Maintain a positive and customer-friendly attitude
- CFACSA2 Behave in a way that gives a good customer service impression
- CFACSA4 Give customers a positive impression of yourself and your organisation
- CFACSA7 Live up to the brand promise when delivering customer service
- CFACSA8 Make customer service personal
- CFACSB1 Do your job in a customer friendly way
- CFACSB2 Deliver reliable customer service
- CFACSF2 Deliver customer service within the rules

## Learning outcome 1

Be able to prepare to deal with customers

**You can:**

- a. Keep up-to-date with an organisation's products and/or services\*
- b. Prepare resources that are necessary to deal with customers before starting work\*

\*May be assessed by supplementary evidence.

Observation	1	2	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

## Learning outcome 2

### Be able to provide customer service

**You can:**

- a. Maintain organisational standards of presentation and behaviour when providing customer service
- b. Adapt your behaviour to meet customers' needs or expectations
- c. Respond to customers' requests in line with organisational guidelines
- d. Inform customers of the progress of their requests
- e. Confirm that customers' expectations have been met in line with the service offer
- f. Adhere to organisational policies and procedures, legal and ethical requirements when providing customer service

\*May be assessed by supplementary evidence.

Observation	1	2	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

## Learning outcome 3

Be able to support improvements to customer service delivery

**You can:**

- a. Identify ways that customer service could be improved for an organisation and individuals\*
- b. Share information and ideas with colleagues and/or service partners to support the improvement of service delivery

\*May be assessed by supplementary evidence.

Observation	1	2	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



## Achieving knowledge outcomes

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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.

\*This is not an exhaustive list.



## Learning outcome 4

### Understand customer service delivery

You can:	Portfolio reference
a. Explain the relationship between customers' needs and expectations and customer satisfaction	
b. Describe the features and benefits of an organisation's products and/or services	
c. Explain the importance of treating customers as individuals	
d. Explain the importance of balancing promises made to customers with the needs of an organisation	
e. Explain when and to whom to escalate problems	
f. Describe methods of measuring your own effectiveness in the delivery of customer service	

## Learning outcome 5

Understand the relationship between customer service and a brand

You can:	Portfolio reference
a. Explain the importance of a brand to an organisation	
b. Explain how a brand affects an organisation's customer service offer	
c. Explain the importance of using customer service language that supports a brand promise	
d. Identify your own role in ensuring that a brand promise is delivered	

# Notes

Use this area for notes and diagrams



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# Notes

Use this area for notes and diagrams



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# Notes

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