

# Understand the customer service environment

## UBU53

---

The aim of this unit is to develop your knowledge and understanding of working in a customer service environment. You will learn about the relationship between the customer and the organisation and how to look for continual improvements to the service delivered.

Level

3

Credit value

5

GLH

40

Observation(s)

0

External Paper(s)

0



### Learning outcomes

---

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

1. Understand the concepts and practices underpinning customer service delivery
2. Understand the relationship between customer service and a brand
3. Understand the structure of customer service
4. Understand the implications of legislation on customer service delivery

### 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](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.

**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

---

Customer Service (2013) National Occupational Standards:

- CFACSA7 Live up to the brand promise when delivering customer service
- CFACSA14 Use customer service as a competitive tool

\*This is not an exhaustive list.

## Learning outcome 1

Understand the concepts and practices underpinning customer service delivery

You can:	Portfolio reference
a. Explain the value of customer service as a competitive tool	
b. Explain the process of mapping the customer journey and its importance in delivering effective customer service	
c. Describe techniques used to identify service failures	
d. Explain the concept and importance of the service profit chain	
e. Describe methods of measuring organisational effectiveness in the delivery of customer service	

## Learning outcome 2

Understand the relationship between customer service and a brand

You can:	Portfolio reference
a. Explain the importance of a brand to customers and to an organisation	
b. Explain how branding can influence customers' perception of an organisation and its products and/or services	
c. Explain the potential impact of good and poor customer service on a brand	

## Learning outcome 3

### Understand the structure of customer service

You can:	Portfolio reference
a. Explain the features of different customer service models and customer service standards	
b. Explain the relationship between customer service and operational areas of an organisation	
c. Explain the relationship between customer service and continuous improvement processes	
d. Explain the costs and benefits of customer service to an organisation	
e. Explain the impact of organisational values on how customers create their expectations	
f. Explain how organisational values impact on meeting customer expectations	

## Learning outcome 4

Understand the implications of legislation on customer service delivery

You can:	Portfolio reference
a. Explain the implications of consumer-related legislation on customer service delivery	
b. Explain the implications of confidentiality and data protection legislation for the collection, storage and use of customer information	

# Notes

Use this area for notes and diagrams



---

---

---

---

---

---

---

---

---

---



VTCT, Aspire House, Annealing Close, Eastleigh,  
Hampshire SO50 9PX United Kingdom

Web:- [www.itecworld.co.uk](http://www.itecworld.co.uk)

Email:- [customerservices@itecworld.co.uk](mailto:customerservices@itecworld.co.uk)



Copyright © Vocational Training Charitable Trust  
February 2019