



# Develop a social media strategy for customer service

VRQ

Learner name:

UBU65

Learner number:

D/506/2962





# Develop a social media strategy for customer service

## UBU65

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The aim of this unit is to develop your knowledge and understanding of the importance of developing a strategy for social media within customer service. You will learn how to analyse competitors' presence and activities on social media and develop a strategy for your organisation based on your findings.

If organisations want to be consistently successful in customer service over a period of time, they need a customer service strategy. Managers and other senior staff can contribute to this through their knowledge of the organisation's customers and their expertise in customer service.

Level

4

Credit value

5

GLH

16

Observation(s)

0

External Paper(s)

0



### Learning outcomes

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

1. Understand the development of a customer service social media strategy
2. Be able to develop a customer service social media strategy
3. Be able to promote the benefits of social media networking to customer service

### Evidence requirements

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#### 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

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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.

## Relationship to National Occupational Standards

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Customer Service (2013) National Occupational Standards:

- CFACSA20 Champion the use of social media to build customer trust and enhance brand value

## Learning outcome 1

Understand the development of a customer service social media strategy

You can:	Portfolio reference
a. Explain the role of social media within the organisation's customer service strategy	
b. Analyse the components and scope of a social media strategy and its links with other aspects of the organisation	
c. Explain the importance of marketing and brand values for the organisation's strategy	
d. Explain the functionality and features of external social media tools	
e. Analyse media management tools in relation to social networking	
f. Evaluate the way in which the organisation's use of social media contributes to business performance	

## Learning outcome 2

Be able to develop a customer service social media strategy

You can:	Portfolio reference
a. Evaluate the factors affecting the development of a customer service social media strategy	
b. Assess the suitability of different methods of engaging customers using social media	
c. Analyse competitor presence and activity in social media	
d. Formulate a vision for a social media strategy that takes account of the organisation's operating environment and practical constraints	
e. Develop a strategy that is consistent with the organisation's overall business strategy and objectives and addresses identified risks	
f. Evaluate the extent to which existing organisational structures and processes are capable of delivering the strategy	

## Learning outcome 3

Be able to promote the benefits of social media networking to customer service

You can:	Portfolio reference
a. Evaluate the benefits and drawbacks of using social media for dissemination purposes	
b. Analyse the benefits and consequences of social media engagement with customers	
c. Promote on-going dialogue with customers through social networking	
d. Act as a social media “champion” within the organisation	
e. Analyse the risks attached to the use of social media	

# Notes

Use this area for notes and diagrams



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# Notes

Use this area for notes and diagrams



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