

Overview

This standard is part of the customer service competence area related to Impression and Image. It covers delivering brand promise using social media. It includes area that covers the customer service behaviours and processes that have most impact on the way your customer sees you and your organisation. Remember that customers include everyone to whom you provide products and services. They may be external to your organisation or they may be internal customers.

You work in an organisation that has a defined brand and vision which includes a specific promise to your customers that influences what they expect. You achieve customer satisfaction by matching customer expectations to the brand promise. You also have an important role to play as a champion of excellent service. You use social media platforms as a key part of delivering customer service strategy, with responsibility for encouraging the use of these communication channels with customers. This involves having knowledge and expertise both about customer service and about the potential and use of social media. You analyse issues and changes, challenge on behalf of customers and pass on your knowledge and expertise to colleagues. You act as a champion by being constantly alert for issues and opportunities that affect customer service through social media.

This standard is for customer service professionals who deliver brand promise using social media.

Performance criteria

You must be able to:

1. define the key features of your organisation's services and products, vision and brand promise
2. specify the procedures and regulations your organisation follows to support the brand promise
3. devise and use phrases that reinforce the brand promise
4. share ideas with colleagues about how particular words and approaches help support the brand promise
5. identify examples of customer service that relate to your customer's experience of the brand promise being delivered
6. check that your customers believe that the brand promise is being delivered
7. follow your organisation's guidance for appearance and behaviour to support your organisation's brand
8. observe and listen to your customer closely to identify opportunities to reinforce their understanding of the brand promise
9. take actions to deliver customer service that meets your customer's expectations and understanding of the brand promise
10. outline the role of social media within your organisation's customer service strategy and business plans
11. monitor developments in your organisation to identify those related to social media to deliver customer service
12. monitor social media developments to identify those related to customer service delivery
13. analyse the implications of customer service developments in social media for the organisation
14. question and challenge social media use from the customer's standpoint
15. influence colleagues to ensure that developments in use of social media improve customer service
16. promote your ability to provide advice and information on the use of social media in customer service
17. respond to requests for advice and information on the use of social media in customer service
18. carry out research to enhance or verify the advice and information you give
19. provide advice and information on the use of social media in customer service

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20. help colleagues to explore the implications of your advice and information for their own work and identify actions
21. evaluate the effects of your advice and information
22. review how you collect information about social media use, formulate advice and communicate it to others to make improvements
23. follow the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

Knowledge and understanding

You need to know and understand:

1. the brand promise made by your organisation's promotional materials
2. how brand promise influences the strength of your organisation's brand
3. the key features, moments of truth (those points in the customer service process that have the most impact on the customer experience) and customer experiences that define your organisation's brand
4. the ways that staff can contribute to communicating the brand promise to customers
5. the sales, marketing and public relations' reasons for defining a brand
6. how words can be used and adapted to reflect a brand promise
7. the importance of using words and phrases that reinforce the brand and avoiding those that conflict or undermine it when dealing with customers
8. how a brand promise is affected by social media exchanges
9. how actions can be used and adapted to reflect a brand promise
10. the processes for decision making in your organisation and who is involved
11. how to monitor customer service within your organisation
12. how to monitor social media developments relevant to customer service
13. how to use your influence and authority to affect decision making
14. the types of developments in social media that may affect customer service and how to analyse the implications
15. the importance of empathising with customers and how to represent their viewpoint in a constructive way
16. how to identify when colleagues need advice and information on the use of social media in customer service
17. how to use research to support your advice and information on the use of social media in customer service
18. how to apply your advice and information on the use of social media in customer service
19. how to monitor the effect of your advice and information on the use of social media in customer service
20. the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

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