

## Overview

This standard is part of the customer service competence area related to Customer Service Management. It includes developing customer service social networks. It covers activities and approaches that play a vital part in customer service by seeking and implementing improvements and developments. 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.

Your organisation delivers aspects of its customer service activities using social media platforms. You use social media to deliver customer service both proactively and reactively. You establish and maintain a presence on the social media platforms used by your organisation. You deal with customers using the platforms so that a social media community is managed that links directly with your organisation.

This standard is for customer service professionals on supervisory or managerial levels who develop customer service networks using social media platforms as important channels of communication.

## Performance criteria

### *You must be able to:*

1. identify the social media platforms used by your organisation's customers
2. research the ways that your organisation and others currently use social media platforms to provide customer service
3. draw up a profile of how your existing and potential customers use social media platforms
4. identify social media communities that are relevant to your organisation's customer services and products
5. define profiles for social media communities that match your organisation's services and products
6. recommend improvements to your organisation's use of social media to provide customer service
7. plan to use social media platforms to deliver customer service based on your research
8. allocate roles and responsibilities for making improvements to customer service provided using social media
9. contribute to the development of procedures for providing customer service to customers using social media communities
10. contribute to the implementation of improvements to customer service using social media
11. monitor improvements to customer service using social media
12. review customer service using data collected through monitoring to identify further improvements
13. agree improvements to customer service using social media with decision makers
14. 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 mainstream and niche social media platforms used by your organisation's customers
2. how different organisations use social media platforms to provide customer service
3. how to profile customers use of different social media platforms
4. how to match social media communities to your organisation's customer services and products
5. the importance of making an impact when communication on social media
6. the methods used to recommend improvements to the use of social media for customer service delivery
7. the importance of teamwork when implementing customer service improvements using social media
8. how to devise and present procedures for providing customer service using social media
9. your role and responsibilities for implementing improvements to customer service using social media
10. how to select monitoring data and observe improvements to customer service using social media
11. how to monitor the effects of improvements to customer service when observing social media data
12. the metrics available to monitor improvements to customer service using social media
13. the decision makes in your organisation with authority to agree improvements to customer service approaches using social medial
14. the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

Develop customer service social networks

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