

Overview

This standard is part of the customer service competence area related to Customer Service Management. It includes promoting continuous improvement. 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.

You are dedicated to the continuous improvement of customer service in your organisation and get involved in organising changes to customer service on an ongoing basis. You identify potential changes, think through their consequences and make them work. Above all, you focus on organising and implementing changes that are sustainable and in the spirit of continuous improvement in customer service.

This standard is for customer service professionals on supervisory or managerial levels who promote continuous improvement.

Performance criteria

You must be able to:

1. plan improvements in customer service based on customer feedback
2. gather feedback from customers to identify opportunities for customer service improvements
3. analyse customer feedback to identify opportunities for customer service improvements
4. discuss the potential consequences of any proposed changes for your customers and your organisation with your team and manager
5. negotiate changes to improve customer service systems with colleagues who have the authority to approve trials or full implementation of changes
6. organise the implementation of approved trials and changes
7. inform colleagues affected by the changes being made about the reasons for them
8. monitor early reactions to changes and make adjustments when required
9. collect and record customer and colleague feedback about the effects of changes
10. analyse and interpret feedback to draw conclusions
11. share your findings on the effects of changes with your team and manager
12. summarise the advantages and disadvantages of the changes
13. use your analysis and interpretation of changes to identify opportunities for further improvement
14. present these opportunities to colleagues who have the authority to make them happen
15. 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. how to gather feedback from customers within your organisation's guidelines and the tools and processes that are used
2. how to analyse and interpret customer feedback to identify potential opportunities to improve the customer service your organisation provides
3. the importance of identifying the potential consequences of changes and how to explore these with your manager and team before negotiating changes
4. the different negotiation techniques that can be used to agree trials and full change implementations with colleagues who have authority
5. how to organise implementation of changes within your limits of authority and what you need to consider
6. the importance of developing rationale for changes that are implemented and how to communicate with colleagues who are affected giving reasons
7. the methods used to monitor changes in the initial stages and adjust approaches in response to reactions from customers and customer service colleagues
8. the importance of collecting and recording feedback about the effects of the changes implemented on customers and your organisation
9. the analysis techniques that can be used to draw conclusions from feedback and issues to consider when you are interpreting it
10. the importance of sharing your findings with your manager and team and how to do this
11. the organisational benefits of summarising the advantages and disadvantages of changes that you have implemented
12. how to make a business case to others to bring about change in the services or products you offer
13. how developments in communication channels such as social media present opportunities for customer service improvements
14. the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

Developed by	Skills CFA
Version Number	1
Date Approved	22 Feb 2021
Indicative Review Date	01 Mar 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	CFACSD9
Relevant Occupations	Customer Service Occupations
Suite	Customer Service
Keywords	identifying changes; organising; continuous improvement; customer service; contact centres; developing; improving; communication; problem solving; work with others; teamwork; giving information; receiving information
