

CCSMP21

Track customer problems in a music publishing environment



Overview

This unit is all about tracking and helping to resolve problems through the provision of excellent customer service. Some customers judge the quality of your customer service and of your organisation by the way that you solve customer service problems. You should aim to impress customers and build customer loyalty by sorting out those problems efficiently and effectively. Sometimes a customer service problem presents an opportunity to impress a customer in a way that would not have been possible if everything had gone smoothly. This unit will require you to take ownership of problems and see them through to resolution.

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Performance criteria

You must be able to:

- P1 respond positively to customer service problems following organisational guidelines
- P2 solve customer service problems when you have sufficient knowledge and authority
- P3 track problems that remain outstanding and identify what action is being taken to resolve them
- P4 keep customers informed of the actions being taken and check that they are satisfied with the actions being taken
- P5 identify repeated problems and potential solutions for dealing with them, considering the advantages and disadvantages of each option
- P6 work with others to select the best option for solving a repeated customer service problem, balancing customer expectations with the needs of your organisation
- P7 follow problems through to resolution

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Knowledge and understanding

You need to know and understand:

- K1 organisational procedures and systems for dealing with customer service problems
- K2 organisational procedures for logging and/or tracking problems
- K3 organisational procedures and systems for identifying and resolving repeated customer service problems
- K4 how the successful resolution of customer service problems contributes to customer loyalty with the external customer and improved working relationships with partners or internal customers
- K5 how to negotiate with and reassure customers while their problems are being investigated

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