

SFJPSG6.1.5

Champion customer service



Overview

This unit is about acting as a champion – being constantly alert for issues that affect customer service, analysing these issues and their implications, challenging on behalf of the customer and passing on your knowledge and expertise to others.

It reflects best practice within aspects of the PSG for operational delivery, and in particular to aspects of 'Customer Service'.

SFJPSG6.1.5

Champion customer service

Performance criteria

Promote the importance and benefits of customer service

You must be able to:

- P1 explain the role of customer service within your organisation's strategic and business plans
- P2 continuously monitor developments in your organisation in order to identify those important to customer service
- P3 analyse the implications of these customer service developments
- P4 question and challenge developments from the customer's standpoint
- P5 use your influence to ensure that developments improve customer service

Provide advice and information on customer service issues

You must be able to:

- P6 make it known that you can provide customer service advice and information
- P7 respond to requests for customer service advice and information
- P8 carry out any necessary research to enhance or verify the advice and information you are giving
- P9 communicate customer service advice and information effectively
- P10 help others to explore the implications of your advice and information for their own work and identify actions that the advice and information might prompt
- P11 monitor how effective your advice and information has been
- P12 review the way you collect information, formulate advice and communicate it to others

SFJPSG6.1.5

Champion customer service

Knowledge and understanding

You need to know and understand:

- K1 the processes for decision making within your organization and who is involved
- K2 how to monitor developments within your organization
- K3 how to use your influence and authority to affect decision making
- K4 the types of developments that are likely to affect customer service and how to analyse the implications for customer service
- K5 the importance of empathizing with customers and how to represent their viewpoint in a constructive way
- K6 how to identify when others need advice and information on customer service issues
- K7 how to use different types of research to support your advice and information on customer service
- K8 how to apply your advice and information in practice
- K9 how to monitor the effect of your advice and information

SFJPSG6.1.5

Champion customer service

Developed by	Skills for Justice
---------------------	--------------------

Version number	1
-----------------------	---

Date approved	July 2009
----------------------	-----------

Indicative review date	July 2011
-------------------------------	-----------

Validity	Current
-----------------	---------

Status	Imported
---------------	----------

Originating organisation	Institute of Customer Service
---------------------------------	-------------------------------

Original URN	ICS 20
---------------------	--------

Relevant occupations	Public Services; Public Service Professionals; Government and Related Organisations
-----------------------------	---

Suite	Professional Skills for Government (PSG)
--------------	--

Key words	Customer Service, PSG, Operational Delivery, Champion
------------------	---