

SFJPSG6.1.7

Develop a customer service strategy for an area



Overview

This unit is about taking a major role in the development of your organisation's customer service strategy for a particular area.

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

SFJPSG6.1.7

Develop a customer service strategy for an area

Performance criteria

You must be able to:

Research and evaluate your organisation's business and customer service strategy

- P1 identify your organisation's values, aims and objectives
- P2 identify the role of a given area of the business in achieving the strategy
- P3 evaluate the implications of the strategy for customer service in this area
- P4 confirm the implications of the strategy for customer service with colleagues
- P5 collect information on and analyse customer expectations
- P6 match customer expectations with the customer service implications of the business strategy for a given area

Help to identify current and future best practice in customer services

You must be able to:

- P7 identify other organisations which represent models of good practice in customer service
- P8 evaluate the key features of customer service in these organisations and the principles that underpin their approaches
- P9 identify and analyse current research on trend and developments in customer service
- P10 identify and analyse relevant legal regulatory requirements, codes of practice and ethical considerations
- P11 explore the implications of your research for the area you are working in
- P12 discuss the outcomes of your research with colleagues

Identify and recommend the key features of a customer service strategy

You must be able to:

- P13 identify values, aims and objectives that are consistent with your research
- P14 identify contact processes and channels for customer service that are consistent with your values, aims and objectives
- P15 identify how you will evaluate the effectiveness of the strategy
- P16 discuss with colleagues the key features of a customer service strategy
- P17 construct a customer service strategy for the chosen area and agree it with colleagues and managers

SFJPSG6.1.7

Develop a customer service strategy for an area

Knowledge and understanding

You need to know and understand:

- K1 the importance of having a customer service strategy for a given area of the business
- K2 how to access information on your organisation's overall business strategy and analyse its implications
- K3 sources of information you can use to find out about your customers and their expectations
- K4 the importance of customer loyalty and customer service practices that can help to retain loyalty
- K5 how to identify other organisations which might represent models of best practice in customer service
- K6 how to develop values, aims and objectives relevant to customer service
- K7 procedures for making recommendations within your organisation

SFJPSG6.1.7

Develop a customer service strategy for an area

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 46
---------------------	--------

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

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

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