

SFJPSG6.1.8

Develop a customer focused organisation



Overview

This unit is about ensuring that your organisation puts customers first. The organisation's vision, values, processes and systems, for example, should all be clearly driven by and geared to satisfying customer needs. In this unit, 'customer' refers to both internal and external customers.

For the purposes of this unit, 'organisation' can mean a self-contained entity, with a relative degree of autonomy, within a larger organisation.

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

SFJPSG6.1.8

Develop a customer focused organisation

Performance criteria

You must be able to:

- P1 establish a shared vision and understanding of how staff in your organisation will work with customers
- P2 establish a set of customer-based values and beliefs which develops suitable skills, behaviours and attitudes leading to an environment that puts the customer first
- P3 ensure that customer-focused processes and systems exist throughout the organisation
- P4 ensure that there are schemes in place that maintain staff loyalty and commitment to providing a level of service that beats customers' expectations
- P5 establish partnerships, where appropriate, with other organisations to maintain and improve services to customers
- P6 ensure that joint activities are undertaken with customers in order to identify and make improvements to the level of customer service provided by your organisation
- P7 measure, periodically, the level of customer service your organisation is providing

SFJPSG6.1.8

Develop a customer focused organisation

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the principles of effective customer service
- K2 the factors that make customers satisfied
- K3 the importance of achieving customer satisfaction
- K4 how to measure the level of customer service being provided
- K5 the benefits of forming partnerships to maintain and improve customer service
- K6 best practice in customer service outside your own sector
- K7 techniques and reward strategies for motivating staff
- K8 sustainable process/systems design and management

Government specific knowledge and understanding

You need to know and understand:

- K9 current and emerging trends that are likely to affect your products and/or services
- K10 developments in technology
- K11 where to make effective strategic partnerships
- K12 the legal and regulatory framework within which you work, including customer and consumer rights, relevant codes of practice and ethical code

Context specific knowledge and understanding

You need to know and understand:

- K13 your organisation's products and/or services
- K14 the overall vision, objectives and associated plans of your organisation
- K15 your organisation's customers
- K16 the strengths and weaknesses of your organisation in terms of satisfying customers
- K17 how a change in your market, structure, products or services will affect your customers
- K18 the activities and services of your competitors or similar organisations, and how this may affect your products, services and processes

SFJPSG6.1.8

Develop a customer focused organisation

Additional Information

Behaviours

- 1 You constantly seek to improve performance
- 2 You find practical ways to overcome barriers
- 3 You show a clear understanding of different customers and their needs
- 4 You give people opportunities to provide feedback and you respond appropriately
- 5 You develop systems to gather and manage information and knowledge effectively, efficiently and ethically
- 6 You articulate a vision that generates excitement, enthusiasm and commitment
- 7 You model behaviour that shows respect, helpfulness and co-operation
- 8 You advocate customers' interests within your organisation

SFJPSG6.1.8

Develop a customer focused organisation

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

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

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

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

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

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

Originating organisation	MSC
---------------------------------	-----

Original URN	MSC F6
---------------------	--------

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

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

Key words	Customer Service, Operational Delivery, Improvements, Focus, PSG
------------------	--