

M&LF6 Monitor and solve customer service problems

Overview

What this Unit is about

Your job involves delivering and organising excellent customer service. However good the service provided, some of your customers will experience problems and you will spot and solve other problems before your customers even know about them.

This Unit is all about the part of your job that involves solving immediate customer service problems. It is also about changing systems to avoid repeated customer service problems.

Remember that some customers judge the quality of your customer service by the way that you solve customer service problems. You can 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.

Key words and phrases for this Unit

- ◆ solve problems
- ◆ work with others
- ◆ keep customers informed
- ◆ repeated problems
- ◆ choose amongst options
- ◆ avoid problems
- ◆ inform
- ◆ monitor changes
- ◆ adjust changes

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Behaviours

You will exhibit the following behaviours:

Element 1 — Solve immediate customer service problems

- 1 Respond positively to customer service problems following organisational guidelines.
- 2 Solve customer service problems when you have sufficient authority.
- 3 Work with others to solve customer service problems.
- 4 Keep customers informed of the actions being taken.
- 5 Check with customers that they are comfortable with the actions being taken.
- 6 Solve problems with service systems and procedures that might affect customers before they become aware of them.
- 7 Inform managers and colleagues of the steps taken to solve specific problems.

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Behaviours

You will exhibit the following behaviours:

Element 2 — Identify repeated customer service problems and options for solving them

- 1 Identify repeated customer service problems.
- 2 Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.
- 3 Work with others to select the best option for solving a repeated customer service problem, balancing customer expectations with the needs of your organisation.

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Behaviours

*You will exhibit
the following
behaviours:*

Element 3 — Take action to avoid the repetition of customer service problems

- 1 Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.
- 2 Action your agreed solution.
- 3 Keep your customers informed in a positive and clear manner of steps being taken to solve any service problems.
- 4 Monitor the changes you have made and adjust them if appropriate.

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Knowledge and Understanding

You need to know and understand:

General knowledge and understanding

- ◆ Organisational procedures and systems for dealing with customer service problems.
- ◆ Organisational procedures and systems for identifying repeated customer service problems.
- ◆ How the successful resolution of customer service problems contributes to customer loyalty with
- ◆ The external customer and improved working relationships with service partners or internal customers.
- ◆ How to negotiate with and reassure customers while their problems are being solved.

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Evidence Requirements

Elements	Evidence of Elements: ♦ possible examples of evidence	Behaviours	Knowledge and Understanding		
			General	Industry specific	Context specific
1	Records of your activities and actions to solve immediate customer service problems				
	♦ e-mails and other communications with customers about the service they receive and your responses to feedback	1	All		
	♦ notes of formal and informal meetings and discussions with customers	1, 4, 5	All		
	♦ notes on meetings, and discussions with team members, colleagues and others on ways to solve immediate customer service problems	2,3	All		
	♦ e-mails, notes, papers, recommendations, etc you have written to senior managers and others on the operation of customer service systems and procedures including solutions to problems	3,6,7	All		
	♦ personal statements (reflections on your own actions to monitor and solve immediate customer service problems)	1,2,3,4,5, 6,7	All		
2	Records of your activities and actions to identify and solve repeated customer service problems				
	♦ records of measures of customer service in your area and notes on discussion of them with team members, colleagues and others including conclusions drawn from them and actions taken	1, 2	All		
	♦ e-mails, notes, papers, recommendations, etc you have written on potential and actual customer service problems and their solution	1,2	All		
	♦ notes of minutes of meetings with team members, colleagues and others on ways to solve customer service problems	1,2, 3	All		
	♦ personal statements (reflections on your own actions to identify and solve repeated customer service problems)	1,2, 3	All		

3	Records of your activities and actions to avoid repeated customer service problems				
	♦ customer service guidelines and procedures that you have written	2	All		
	♦ notes of minutes of meetings with team members, colleagues and others on actions to avoid repeated customer service problems	2, 4	All		
	♦ e-mails, notes, papers, recommendations, etc you have written on actions to resolve customer service problems	2,4	All		
	♦ details of training that you have organised to address customer service problems	2,4	All		
	♦ plans you have developed to address customer service issues	2,3,4	All		
	♦ e-mails and other communications with customers about customer service and changes in how you provide it	3	All		
	♦ records of measures of customer service in your area and notes or commentaries on them including conclusions drawn from them and actions taken	4	All		
	♦ personal statements (reflections on your own actions to identify customer service problems)	1,2,3,4	All		

NB — This Unit is in a slightly different format. It has three elements each of which has a number of behaviours. There are no PC. There are also general knowledge requirements which apply across all three elements. The table covers each of the three elements.