

Task 1:

Induction part one – Understanding organisation types

To complete this task you need to carry out research into the organisation you work in. Your organisation will form part of one of three sectors: the public sector, the private sector or the third sector. There are major differences between these three sectors, mainly in their purpose, the way they are run and financed as well as what they do with any profits.

To understand how your organisation's policies and procedures affect your customer service role, it is important to recognise how the customer service offered differs between the three sectors. Talk to your employer and colleagues about your organisation – they will have an insight into the way its aims relate to its sector.

When completing this task, you will:

- research the purpose of your organisation
- find out what is meant by 'brand promise'
- consider how your organisation's core values link to their service culture.



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Key terms

Brand promise – the statement that identifies what customers should expect from the organisation’s people, products and services. For example, Twitter’s brand promise is: ‘To give everyone the power to create and share ideas and information instantly, without barriers.’

Core values – the basic features of how an organisation goes about its work. The practices the organisation follows every day in everything they do. For example, BMW’s core values are: ‘Integrity, Respect, Responsibility, Growth’.

Private sector – the part of a country’s economic system that is run by individuals and companies, rather than the government. Most private sector organisations are run with the intention of making profit for the organisation and their shareholders.

Public sector – for instance the police, military, public roads, public transport, education and healthcare. These are usually financed by things such as income tax, VAT or council tax. The public sector provides services such as refuse collection which benefit everyone rather than just the individual and services that encourage equal opportunity.

Service culture – a customer-centric approach to activities. Customer needs are put first. Employees ensure customers get a positive experience. For example, the service culture of Four Seasons Hotels Ltd. is that: ‘In all our interactions with our guests, customers, business associates and colleagues, we seek to deal with others as we would have them deal with us.’

SWOT analysis – SWOT is an acronym for **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats. Strengths and weaknesses are internal factors over which you have some measure of control. Opportunities and threats are external factors over which you have essentially no control.

Third sector – for instance, charities. These are a range of organisations that are neither public sector nor private sector, and are:

- independent of government
- motivated by the desire to achieve social goals
- sometimes called ‘not-for-profit organisations’.



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Relation to the standards

In this task, you will carry out research into the organisation you work for. As part of this task you will be working towards demonstrating the following skills, knowledge or behaviours:

Knowledge:

By completing this task you should be able to:

- state the aims of your organisation in relation to its sector
- state what is meant by your organisation's 'brand promise'
- explain how your organisation's core values relate to its service culture
- state the purpose of different organisational policies and procedures that affect your customer service role.

Skills:

By completing this task you should demonstrate personal organisation through your research by motivating yourself and managing your workload.

Behaviours:

By completing this task you should be working towards showing you can uphold the organisation's core values and service culture through your actions.

Suitable evidence

Suitable evidence to support the achievement of these outcomes could include personal research resulting in any of the following:

- Reflective statement.
- On-programme workbooks.
- Presentation.
- Formal organisation induction.
- Examples of own and other organisations' brand promise.
- Examples of complaint procedures including own organisation.
- Recorded discussion with relevant member(s) of staff of organisation.



Distinction

As part of working towards **distinction** level, the Customer Service Practitioner standards require you to be able to:

- explain how your organisational policies and procedures impact on the delivery of customer service.



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Preparatory activities

1. Explain one key similarity and one key difference between public and private sector businesses.

Similarity:

Difference:

2. Explain one key similarity and one key difference between public and third sector businesses.

Similarity:

Difference:



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3. Explain one key similarity and one key difference between private and third sector businesses.

Similarity:

Difference:

4. Identify which one of the sectors listed your organisation exists in.

5. Based on your answers to the above and by taking account of current events, carry out a SWOT analysis on your organisation's sector:

| | |
|----------------------|-------------------|
| Strengths | Weaknesses |
| Opportunities | Threats |

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Knowledge application

Summarise your organisation's main aims in relation to its sector.

Research and give **three** examples of other organisations' brand promises:

1.

2.

3.

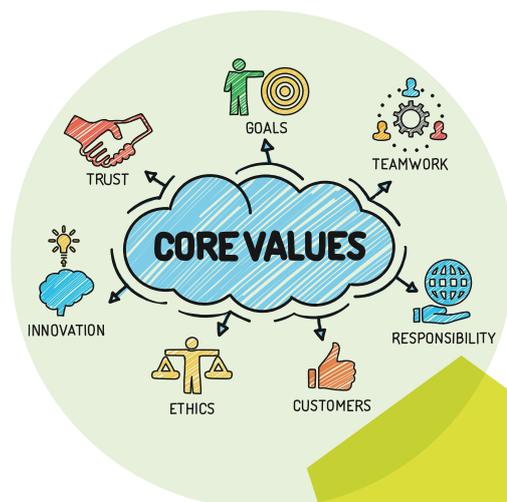
Now research and explain your organisation's brand promise. If you work for a smaller organisation, you may need to speak to a senior colleague to find out what the brand promise is.

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Research and explain your organisation's core values. If you work for a smaller organisation, you may need to speak to a senior colleague to find out what the core values are. Think about recording your discussion for evidencing purposes and for referring to later.

Explain how the brand promise and your core values relate to your organisation's service culture.



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Complete **one** of the following:

- a) Explain why excellent customer service is important if you are working in the public sector, even though the customer may have little or no choice of service provider. What would be the consequences of not providing excellent customer service?
- b) Explain the impact that excellent customer service has on the business if you are working in the private sector. What would be the consequences of not providing excellent customer service?
- c) Explain the impact that excellent customer service has on the organisation if you are working in the third sector. What would be the consequences of not providing excellent customer service?

How might your organisation's brand promise, core values and service culture be different if it was in one of the other sectors? Explain why this would be the case.

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Learner reflection

Complete the learner reflection detailing what you have learnt from carrying out the task, how you will make use of your learning in your work and which skills you still need to develop.

Learner reflection

Mentor/trainer/employer feedback

Learner signature:

Date:

Mentor/trainer/employer signature:

Date: