

Task 7:

Using organisational systems and resources

To complete this task you will need to consider the different systems, equipment and technologies used in your organisation to meet customer needs.

You will also need to look at the evaluation tools used to monitor customer service levels. Examples of the tools you might use for this include the analysis of customer feedback, use of mystery shoppers, or supervisors listening in on calls to/from customers. If your organisation does not have a formal method of evaluating customer service, you will be asked to research the methods used in other organisations.

When completing this task, you will need to:

- list the systems, equipment and technologies used in your organisation
- list the measures and evaluation tools used in your organisation
- explain how the systems, equipment, technologies and tools help you to meet and monitor customer service levels
- describe your organisation's service level agreement, and explain how it affects your role
- choose and test an appropriate method of collecting customer feedback, and evaluate how effective it was.

Key terms

Customer service levels – a measure of the customer service performance within an organisation. Targets are set, and the service level gives the extent to which those targets should be met. For example, a customer service target might be that 85% of helpdesk calls be answered in less than a minute, but the acceptable service level could be 75%.

Equipment – the resources or tools needed for a specific purpose or to complete a specific task. Equipment might be very basic (eg a pen and paper) or extremely sophisticated (eg a PC and software).

Evaluation – the action of assessing the worth or value of something (eg a process) or someone.

Systems – organised or established methodical procedures. Systems can be simple or complex, and they can be electronic (eg a computer database) or manual (eg paperwork). Systems are used to increase efficiency and make sure tasks are completed correctly.

Technology – machinery, devices (eg software, computers) and scientific processes that are used to perform a certain task. Examples include customer relationship management (CRM) software, or telephones and computers that are used to take customer orders.



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Relation to the standards

In this task, you will consider how your organisation uses systems, equipment and technology to meet the needs of your customers and monitor service levels.

As part of this task you will be working towards demonstrating that you have the following skills, knowledge or behaviour:

Knowledge:

By completing this task you should be able to:

- explain the use of the different systems, equipment and/or technology available in the organisation to meet customer service levels
- describe the measures and evaluation tools used in the organisation to monitor customer service levels.

Skills:

By completing this task you should be able to demonstrate personal organisation in your research by motivating yourself and managing your workload.

Behaviours:

By completing this task you should work towards showing that you can take responsibility for keeping your service knowledge up-to-date.

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Preparatory activities

1. List the systems used in your organisation to meet customer service levels. For example, if you were working in a hotel, one of the systems you might use would be for room bookings.

2. List the equipment and technologies used in your organisation to meet customer service levels. For example, the telephone.



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3. List the measures and evaluation tools used in your organisation to monitor customer service levels. For example, mystery shopper reports.

If your organisation does not use a formal measure to evaluate customer service, you should research the types of measures and evaluation tools used in another organisation of your choice, and list them here.



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Knowledge application

Complete the table below, explaining how the systems, equipment and technologies you listed in the preparatory activities are used in your organisation to meet customer service levels.

How it meets customer service levels																				
What it is used for																				
System, equipment or technology																				

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Explain how the measures and evaluation tools you listed in the preparatory activities are used to monitor customer service levels in either your organisation or the organisation that you researched.

How it meets customer service levels																				
What it is used for																				
Measures and evaluation tools																				

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Research your organisation's service level agreement, and describe its impact on your role.

Collect feedback from your customers on their customer service experience. Customers can be internal or external, and feedback can be formal or informal. You will need to get feedback from a reasonable number of customers to make the feedback worthwhile. Be aware that you may need to obtain permission from your manager or the organisation to collect feedback.

Explain which approach you used to gather feedback, how you put it into action and why you chose this method.

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Analyse the feedback you collected in the last exercise. Evaluate how successful your chosen approach was in measuring and monitoring customer service levels. What could you have done differently? Would you choose a different approach next time?

Keep the results of the customer feedback safe, as you might find it useful as part of completing **Task 14** in making suggestions for improvements to your customer service offer.



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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:

EVALUATION

