

Task 14:

Improving your customer service offer

To complete this task you will look at how communicating effectively with your colleagues supports the delivery of effective customer service. Effective communication also produces efficient working relationships and allows you and your colleagues to resolve issues in a collaborative manner.

As part of increasing the effectiveness of your customer service delivery, you will also consider how best to communicate with customers to help you develop suggestions for improvements.

When completing this task, you will need to:

- research the difference between teams and groups and the different sorts of roles in a team to understand how they affect communication
- explain why communicating and working together helps you offer quality customer service
- consider whether your team is communicating and working together as well as it can, and whether there is any way it can adapt or improve to do even better
- identify examples of when sharing knowledge has supported the development of good customer service practice
- explore the importance of customer feedback to improving customer service and evaluate how best to collect it
- carry out a customer feedback exercise and suggest improvements based on the results.

Key terms

Formal feedback – input received through ‘formal’ means such as customer surveys and other specific research tools.

Informal feedback – input received through ‘informal’ means such as casual conversations between staff and customers.

Organisational culture – the way in which members of an organisation relate to each other, their work and the outside world in comparison to other organisations.

Team dynamics – the relationships between members of a group that are part of a team within the organisation. Teams may contain a large number of people, or as few as two. Team dynamics are usually affected by roles and responsibilities.



Task 14:

Improving your customer service offer

Relation to the standards

In this task you will be looking at how you work together with your team, and whether you can communicate better with each other and with customers to help you improve your customer service offer.

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

Knowledge:

By completing this task you should be working towards showing you understand the different needs and priorities of your customers, as well as recognising and knowing how to adapt to those needs. You should also be working towards showing you understand how to use systems, equipment and technology to meet customer needs.

Skills:

By completing this task you should be working towards demonstrating appropriate verbal and non-verbal communication skills. You will also be working towards demonstrating that you can use a range of questioning skills to get feedback, clarify understanding and respond to it appropriately.

Behaviours:

By completing this task you should be showing that you can:

- work with others in a positive and productive manner
- communicate information in a timely and reliable manner to team members to support them in meeting customer needs efficiently
- share personal learning and information with others to support good customer service practice.

Distinction

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

- recognise when to adapt your personal behaviour and communication approach to meet the needs of team members and customers
- present reasoned ideas for improving customer service practice to the appropriate colleague.



Suitable evidence

Suitable evidence to support the achievement of these outcomes could include:

- Witness statements.
- Written and/or digital communication.
- Coaching/observation.
- Mystery shop report.
- Call recording.
- Customer feedback, survey, etc.
- Referral/handover documentation.
- 360-degree feedback.
- One-to-ones/performance reviews.
- Minutes from meetings.



Task 14:

Improving your customer service offer

Preparatory activities

1. Recognising the different roles within your team and how you all fit together is vital in understanding team dynamics and communicating effectively. Research **Belbin Team Roles** and look at the members of your team to see who, if anyone, is fulfilling each role. Remember to consider your own role.

Role	Names
Plant	
Monitor Evaluator	
Co-ordinator	
Implementer	
Completer Finisher	
Teamworker	
Shaper	
Specialist	

2. Teams and groups are actually two different things. Knowing whether you are working in a team or a group should affect how you communicate with your colleagues. Research and list **five** key differences between teams and groups.

■

■

■

■

■

Task 14:

Improving your customer service offer

Do you think you work in a group or a team? Give reasons for your answer.

How will this knowledge affect how or what you communicate with the rest of your colleagues?

3. In your own words, explain why it is important to communicate effectively with your colleagues to ensure that you offer quality customer service.



Task 14:

Improving your customer service offer

4. Obtaining customer feedback is a vital part of improving a customer service offer. Research a change that has taken place in your own organisation as a result of customer feedback. Your manager or mentor might be able to suggest some examples.

If there are no suitable examples in your own organisation, research how other companies have made changes as a result of either positive or negative customer feedback. For example, the introduction of 'New Coke' in 1985 by Coca-Cola, and its later scrapping. Explain how customer feedback influenced the decision to revert to the original name.

Task 14:

Improving your customer service offer

5. Research and evaluate **two different methods** of collecting both **formal** and **informal** customer feedback that you could use within your organisation.

Formal method 1:

Formal method 2:

Informal method 1:

Informal method 2:



Task 14:

Improving your customer service offer

Knowledge application

Identify and describe any barriers to communication that exist between you and your colleagues. What actions could you take to overcome them?

Potential barriers	Actions that could be taken

Now look more widely at your team and how well it communicates to meet customer needs. Make **at least two** suggestions for how the team could improve the effectiveness of its communication.

Task 14:

Improving your customer service offer

List some of the methods of written and oral communication you use to communicate customer service information to your colleagues. Explain how each is used to meet customer needs efficiently. Describe how you check that this information is understood and taken on board by your colleagues.

Method of communication	How this method helps meet customer needs	How the understanding is checked

Task 14:

Improving your customer service offer

Consider whether there are any problems with dynamics within your team. Complete the table below to identify any issues that could affect how well the team works together.

Influences on team behaviour	Issues in your team
Personality styles	
Workplace layout	
Tools and technology	
Organisational culture	
Processes and procedures	

Give **at least two** specific examples where the tasks and responsibilities in your team have been adapted to utilise the strengths of different individuals.

Task 14:

Improving your customer service offer

Are there any strengths of individuals in your team (including you), that are not currently being utilised? Suggest how the team might better use these individuals' strengths.

Using your own experiences, think of an example where the sharing of personal learning and information within your team has supported good customer service practice, or improved your offer. Describe what happened.



Task 14:

Improving your customer service offer

Think about an occasion at work where you faced a situation that you found a particularly useful learning experience.

Describe the situation and what happened:

What did you learn as a result?

Consider whether sharing this experience with your colleagues would help the team improve customer service practice.

Task 14:

Improving your customer service offer

Good customer service can be informed by customer feedback and experiences as well as by your colleagues. Consider the feedback tools you looked at in the preparatory activities and decide which would be the best method for collecting feedback in your organisation. State your choice below, giving reasons for your answer. Make sure you have thought about the amount of time needed, the likely volume of responses and how you would implement any changes as a result of the feedback.

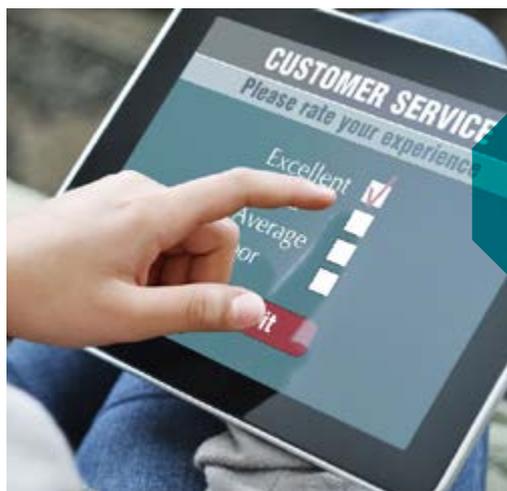
Task 14:

Improving your customer service offer

Using the feedback method you have chosen, collect an appropriate amount of customer feedback. You may find it useful to pick a specific area to focus on rather than carrying out a more general survey. Be aware that you might need to obtain permission from your manager or the organisation to collect feedback from your customers. You may already have customer feedback you can use here that you collected as part of **Task 7**.

Based on the results of the feedback, come up with some recommendations for improvements to ensure efficient customer service delivery in your organisation. Summarise your recommendations below.

Consider whether it is worth presenting these recommendations to your line manager.



Task 14:

Improving your customer service offer

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:
