

UNIT 304 (LEVEL 3 UNIT, 8 CREDITS)

USE CUSTOMER SERVICE AS A COMPETITIVE TOOL

Elements in this unit

When you have completed this unit, you will have proved that you:

- 304.1** can organise customer service to gain a competitive advantage
 - 304.2** can deliver a competitive service
 - 304.3** understand how to use customer service as a competitive tool.

Assessed evidence

You need to show that you understand and are able to complete all the elements in this unit over a sufficient period of time, with different customers, on different occasions. Evidence may be gained through direct observation or products of work, recorded by your assessor and then referenced in the box below. On the next pages, these evidence references can be written in the relevant boxes of 'What you must cover', 'What you must do' and 'What you must know'.

You should note

- 1 Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. Evidence collected in a realistic working environment or a work placement is not permissible for this unit. Simulation is not allowed for any performance evidence within this unit.
 - 2 You may collect the evidence for the unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
 - 3 You must provide evidence that shows you have done this over a sufficient period of time, with different customers on different occasions, for your assessor to be confident that you are competent.

Assessment method key

O Observation **Q** Questioning **PE** Product Evidence
WT Witness Testimony **PD** Professional Discussion

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What you must cover

Evidence reference should be entered in the shaded areas below. You must cover **all** the points listed.

1 You must provide examples of when the benefits of using customer service as a competitive tool enjoyed by customers are:

- a tangible in that they can be measured

- b intangible in that they are represented solely by feelings and perceptions of the customer experience.

2 Your evidence must include examples of competitive analysis involving:

- a direct competitors

- b competitors offering substitute services or products.

3 Your evidence must include examples of when you have used customer service actions as a competitive tool to attract or maintain:

- a loyal customers

- b customers returning from competitors

- c new customers.

What you must do

Evidence reference should be entered in the shaded areas below. You must do **all** the points listed.

304.1 To organise customer service to gain a competitive advantage, you must:

- 304.1.1 develop your own and colleagues' understanding of the services and products offered by your organisation
- 304.1.2 define your organisation's service offer and the ways in which it compares with those of your competitors
- 304.1.3 set an example for colleagues and present an image to your customers that reinforces your organisation's service offer
- 304.1.4 encourage customer service actions that create and develop customer loyalty.

304.2 To deliver a competitive service, you must:

- 304.2.1 take positive actions and encourage colleagues to take actions that provide individual customers with added value within your organisation's service offer
- 304.2.2 remind customers about your service offer and the extra benefit it provides over those of your competitors
- 304.2.3 offer additional technical advice to customers within your organisation's service offer
- 304.2.4 show awareness of the financial implications of any added value actions that you or your colleagues might offer

304.2.5 meet customer service targets to ensure that customers see the benefit of dealing with you rather than with a competitor

304.2.6 re-direct customers to other service providers without offence when their expectations cannot be met by the organisation's service offer

304.2.7 ensure that customers who have shown a previous interest in repeat and additional services are reminded of this

304.2.8 encourage colleagues to offer complementary services and products when customer satisfaction indicates that customers would be interested in them.

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Evidence reference should be entered in the shaded areas below. You must know **all** the points listed.

304.3 To understand how to use customer service as a competitive tool, you must be able to:

304.3.1 identify the factors that lead to customers' belief that they are enjoying value for money

304.3.2 describe the services and products offered by your organisation

304.3.3 describe the services and products offered by competitors

304.3.4 identify the features and benefits of services and products that are seen by customers as added value

304.3.5 explain the purpose of adding non-chargeable items to the service offer in order to impress customers and develop customer loyalty

304.3.6 explain how to portray a positive image that reinforces your organisation's competitive position

304.3.7 explain your organisation's customer service targets and cost implications of added value actions to improve the organisation's competitive position

304.3.8 describe complementary services and products that may be of interest to your customers.

Unit sign-off

The evidence for this unit is valid, sufficient and an authentic record of the candidate's current competence and has been assessed under the requirements of the assessment strategy.

I confirm that the evidence provided is a result of my own work.

Signature of candidate

Date

I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor

Date

Countersignature of assessor

Date

Signature of IV (if sampled)

Date

Countersignature of IV

Date

Signature of EV (if sampled)

Date