



## UNIT 206

# LIVE UP TO THE CUSTOMER SERVICE PROMISE

This unit is all about how you can help provide customer service that matches your customers' expectations of your organisation. It sits within the customer service theme of Impression and Image. This theme covers the organisational behaviours and processes that affect how your customers see you and your organisation.

## WHY CUSTOMER SERVICE MATTERS TO... A POSTAL WORKER

As a postal worker the job can cover the processing, sorting and delivering of mail and packages or the provision of customer services and supplies in post offices. Customers have high expectations of the service they should receive and working in the postal service you must know how to achieve this.



## 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. However, for this unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this unit. (Guidelines for a realistic working environment can be found in the Assessment Strategy for Customer Service S/NVQs at Levels 1, 2, 3 and 4 – February 2010.)
- 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.
- 4 Your organisation's service offer, vision and promise may be expressed formally or may be simply an informal description of the way customer service is delivered.



### *is for service offer*

A service offer defines the customer service that an organisation is offering – what they will or will not do. In commercial organisations, the service offer is partly or largely determined by the price that is being charged and by the service offer of competitors.

## 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'.

| Evidence reference | Evidence title | Assessment method |
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### 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 Your evidence of your organisation's service offer, vision and promise must include examples of:**

- a the way these are communicated to customers

- b how your job role links with your organisation's offers.

**2 You must show how you deliver the customer service promise:**

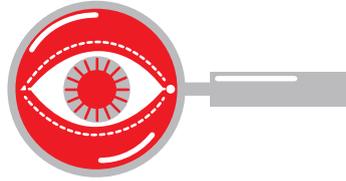
- a through your own efforts

- b working with others.

**3 Your evidence must show that you have taken opportunities to reinforce your organisation's message:**

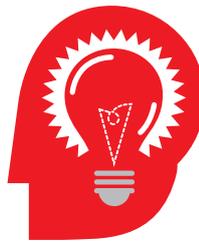
- a through organisation initiatives

- b by responding to opportunities when dealing with customers.



### *Get it covered...*

The organisation's service offer can be stated formally – for example, in written form that is heavily advertised – or it may be informal. However it is presented, you need to know what it is – and deliver it.



### *In the know...*

The service offer is communicated to customers through, for example, staff, advertising and public relations. Knowing what the service offer covers is vital. The words you use and what you do need to mirror the service offer.



### *is for vision statement*

A vision statement details the organisation's purpose. It sets desirable, challenging goals and is future-focused.

## What you must do

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

### 206.1 To understand and explain the customer service promise, you must:

206.1.1 explain the key features of the service offer, vision and promise your organisation has made

206.1.2 identify the role you can play to ensure that your customer believes that the service offer, vision and promise is being delivered

206.1.3 explain the procedures and regulations your organisation follows to support the service offer, vision and promise

206.1.4 devise and use phrases that reinforce the service offer, vision and promise

206.1.5 identify and avoid phrases that might be used, but would not fit with the service offer, vision and promise

206.1.6 identify moments and actions within the delivery of customer service that are particularly relevant to your customer's experience of the promise being delivered

206.1.7 share ideas with colleagues about how particular words and approaches help to support the service offer, vision and promise.

### 206.2 To produce customer satisfaction by delivering the customer service promise, you must:

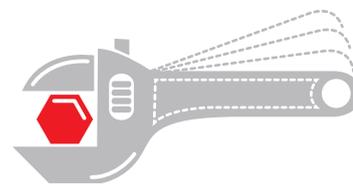
206.2.1 ensure that your appearance and behaviour supports the organisation's service offer, vision and promise

206.2.2 observe or listen to your customers closely to identify opportunities to reinforce their understanding of the service offer, vision and promise

206.2.3 take actions to deliver customer service in a way that meets your customer's expectations and understanding of the service offer, vision and promise

206.2.4 ensure that what you decide to do is realistic and in line with the service offer and promise

206.2.5 be positive about and supportive of the service offer and promise.



### *What's good to do?*

Get to know an organisation's service offer as much as you can when applying for a job – as what they stand for might influence whether you feel you would be happy working there. It is important to be positive and supportive of your company's service offer, and this is difficult to do if you have reservations.

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## What you must know

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

**206.3 To know how to live up to the customer service promise, you must be able to:**

**206.3.1** identify the key features, moments of truth (those points in the customer service process that have the most impact on the customer experience) and customer experiences that define the organisation's service offer, vision and promise

**206.3.2** identify ways in which staff can contribute to communicating the service vision or promise to customers

**206.3.3** explain sales, marketing and/or public relations reasons for defining a service offer, vision and promise

**206.3.4** explain how words can be used and adapted to reflect a defined service offer, vision and promise

**206.3.5** explain how actions can be used and adapted to reflect a defined service offer, vision and promise.

## 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.

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

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| Signature of assessor | Date |
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| Countersignature of assessor | Date |
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| Signature of IV (if sampled) | Date |
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