



Unit Title	Customer service in the water industry (K/506/1619)	
Level	4	
Credit Value	8	
Learning Outcomes – the learner will be able to:	Assessment Criteria – the learner can:	
1. Understand the needs and expectations of customers in a water industry context	1.1	describe the needs, expectations and service requirements of external customers .
	1.2	describe the needs, expectations and service requirements of regulators .
	1.3	describe the needs, expectations and service requirements of internal customers .
2. Identify organisational actions required to promote excellent customer service	2.1	explain the sources of information that are needed to deliver effective customer service
	2.2	describe the information needs of external customers .
	2.3	describe the information needs of regulators .
	2.4	describe the information needs of internal customers .
	2.5	describe the company system for dealing with customer service issues from first contact to close.
	2.6	describe the internal and external standards for customer service delivery.
	2.7	explain the principles of the Data Protection Act and how it affects customer service delivery.
	2.8	explain how best practice in customer service is identified and implemented.
3. Evaluate the quality of customer service provision and identify actions to improve customer service provision within the organisation	3.1	explain what is meant by service failure.
	3.2	describe the internal and external mechanisms for identifying failures.
	3.3	identify failures in the provision of customer service.
	3.4	identify options to deal with service failures and improve the provision of customer service
	3.5	describe the escalation procedures for service failure.
	3.6	explain what is meant by service success.
	3.7	describe the internal and external mechanisms for identifying service success.
4. Make recommendations to improve customer service provision within the organisation	4.1	analyse customer service issues within the organisation.
	4.2	compile a business case with recommendations to improve customer service provision.
	4.3	deliver a business case to internal customers for improving customer service.

Additional information about the unit	
Unit purpose and aims	The purpose of this unit is to enable learners to understand and anticipate the needs and expectations of customers and identify practical steps towards improving customer service provision



	<p>within their organisation. The unit emphasises that customer service is a key area of importance and value to organisations and is critical to the work of any employee.</p> <p>On completion of the unit the learner should be able to:</p> <ul style="list-style-type: none">• anticipate the needs and expectations of customers (customers in the widest context)• identify organisational actions required to promote excellent customer service in meeting the needs of customers• evaluate the quality of customer service provision and identify actions to improve the customer service provision within the organisation• compile and deliver a business case with recommendations for improving customer service provision within the organisation.
Unit expiry date	31/03/2019
Assessment requirements or guidance specified by a sector or regulatory body (if appropriate)	<p>In the assessment of this unit, the learner must ensure that the evidence that they produce covers the following:</p> <ol style="list-style-type: none">1. The learner must describe the needs, expectations, service requirements and information needs of at least <u>four</u> types of external customer. The descriptions must also cover at least <u>four</u> service requirements for each external customer.2. The learner must describe the needs, expectations, service requirements and information needs of at least <u>four</u> types of regulator. The descriptions must also cover at least <u>two</u> service requirements for each regulator.3. The learner must describe the needs, expectations, service requirements and information needs of at least <u>four</u> types of internal customer. The descriptions must also cover at least <u>four</u> service requirements for each internal customer.4. The learner must describe at least four types of failures in customer service provision.5. The compilation of a business case must include:<ol style="list-style-type: none">(a) an explanation of the objectives(b) describe the customer experience measures(c) explain how information is gathered(d) obtaining a copy of the latest Service Incentive Mechanism (SIM) report for the company(e) analysis of the report and description of the main outcomes for the company(f) identification, from the report, of a service issue



	<p>where improvement is needed</p> <p>(g) use of the identified issue to compile the business case and make recommendations for service improvement.</p> <p>The assessment of this unit will be via a combination of centre-devised assignments and tests, and will be conducted in supervised conditions. The assessment strategy for the unit has been agreed with industry stakeholders.</p>
Location of the unit within the subject/sector classification system	4.1 Engineering
Name of the organisation submitting the unit	CABWI Awarding Body
Availability for use	Shared
Unit guided learning hours	32