![SQA logo]

Unit title: Providing Customer Service

SQA code: J8DE 45

SCQF level: 5

SCQF credit points: 5

History of changes

Publication date: July 2024

Version: 01

Version number	Date	Description of change	Authorised by

Goal of Unit:
To provide effective customer service to meet customer needs, organisational policies and procedures and regulatory requirements.

Brief outline:
This is about providing quality customer service experiences for customers. This involves providing effective communication and interaction to deal with customers in line with regulatory requirements, and organisational policies and procedures

Note: Customers may include internal and external customers and stakeholders. Customer service may be offered in a number of ways including face-to-face, telephone, email, instant messaging, social media and web chats.

Performance requirements

1. Interacting with customers professionally and respectfully to provide a positive customer experience in line with organisational procedures
2. Interpreting information and queries to understand customer needs in line with organisational policies and procedures
3. Providing information and responses to customer queries using appropriate communication methods in line with organisational policies and procedures
4. Following up customer queries in line with organisational policies and procedures to provide positive customer experiences
5. Communicating customer information to colleagues in line with regulatory requirements and organisational policies and procedures

Knowledge and understanding requirements

1. Why it is important to interact with customers professionally and respectfully and how to do this
2. Organisational policies, procedures, and regulatory requirements for dealing with customers and where this information can be found
3. Types and methods of effective communication including verbal and non-verbal and when and how to use these
4. The importance of actively listening to correctly identify customer needs and expectations
5. Organisation's products and services and their suitability and availability for customers' needs
6. Organisational policies and procedures for reporting on customer service enquiries
7. Different types of customer service situations which may arise and how to handle these within the limits of your authority
8. How and when to communicate customer information to colleagues and why this is important