

Overview

This standard is about delivering products and services to customers. You establish customer expectations and design processes to meet them. You measure customer satisfaction with the processes, products and services your organisation delivers. You ensure that colleagues are briefed on their roles and responsibilities, are trained and supported, and have access to processes and resources to provide customer-focused service. You also monitor colleagues against your organisation's values to nurture them to perform to the required standard, recognising their contributions and rewarding their successes.

This standard is for all managers and leaders.

Deliver products and services to customers

Performance criteria

You must be able to:

1. specify your organisation's customer-focused values
2. engage colleagues and stakeholders in delivering products and services to customers
3. establish customers' expectations in terms of products, services and the ways to deliver these
4. design organisational processes to deliver products and services to customers' expectations
5. manage organisational processes to deliver products and services to customers' expectations
6. check that colleagues are briefed on processes and customers' expectations
7. communicate colleagues' roles and responsibilities in meeting customer expectations, including any agreed standards of customer service
8. empower colleagues to meet or beat customers' expectations
9. provide training, support, supervision and other resources when required
10. establish sustainable processes to support customers and resolve any problems
11. monitor that the day-to-day behaviour of colleagues against your organisation's customer-focused values
12. develop a culture which nurtures, respects, values, recognises and rewards employees who work in the 'front-line' directly with customers
13. identify processes for monitoring levels of customer satisfaction with products, services and the ways these are delivered
14. operate processes for monitoring levels of customer satisfaction
15. evaluate the delivery of products and services to make recommendations for improvements
16. demonstrate increasing levels of customer satisfaction with the organisation's products, services and processes
17. follow the legal, organisational, codes of practice and policies relevant to delivering products and services to customers

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

1. how to engage colleagues and other stakeholders in delivering products and services to customers
2. the difference between customer service and customer satisfaction
3. the factors that make customers satisfied and continue to buy from you
4. the importance of achieving customer satisfaction in a competitive environment or an environment where high levels of service are expected
5. the best practice in customer service outside your own sector
6. the types of customer survey available and effective ways of collecting feedback
7. the techniques for motivating staff to deliver excellent service to customers
8. how information and communications technology can support customer service and help measure customer satisfaction
9. how to design and manage processes and systems focused on customers' needs

Industry and sector specific knowledge and understanding

10. the current and emerging trends that are likely to affect your products and services

11. the developments in technology and how these will affect your work with customers
12. the legal, organisational, codes of practice and policies relevant to delivering products and services to customers

Context specific knowledge and understanding

13. your organisation's vision, objectives, plans, values, stakeholders, products and services, and customers
14. the strengths and weaknesses of your products and services in terms of customer satisfaction
15. the customer satisfaction survey, feedback and measuring methods that are suitable for your organisation and why
16. the activities and services of your competitors or similar organisations and how this may affect your products, services and processes
17. the organisations that your customers compare your organisation against

Deliver products and services to customers

Skills

1. Communicating
2. Empowering
3. Evaluating
4. Involving others
5. Leadership
6. Monitoring
7. Motivating
8. Obtaining feedback
9. Persuading
10. Presenting information
11. Problem solving
12. Providing feedback
13. Questioning
14. Reviewing
15. Thinking with a focus on customers

Deliver products and services to customers

Developed by Skills CFA

Version Number 1

Date Approved 12 Feb 2021

Indicative Review Date 01 Mar 2026

Validity Current

Status Original

Originating Organisation Instructus

Original URN CFAM&LFD2

Relevant Occupations Managers and Senior Officials

Suite Management and Leadership

Keywords Management & leadership; deliver; products; services; customers
