

PSSSPO109

Provide support and information to customers



Overview

This standard covers the competence required to provide support and information to customers. It is about promoting the importance of customer service and maintaining and of delivering and maintaining excellent customer service which meets or exceeds the customer expectations. It also covers monitoring and solving customer service problems.

Target Group

This standard applies to authorised Port Operations supervisors and first line managers with responsibility for providing service and information to customers.

There are 4 elements in this standard:

1. Organise, deliver and maintain reliable customer service
2. Improve the customer relationship
3. Work with others to improve customer service
4. Monitor and solve customer service problems

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Performance criteria

Organise, deliver and maintain reliable customer service

- You must be able to:*
- P1 plan and prepare everything needed to deal with customers efficiently and effectively
 - P2 organise the resources needed to deliver a variety of products or services to different types of customers
 - P3 organise own actions to ensure that customers receive prompt attention
 - P4 reorganise work to respond to unexpected additional workloads
 - P5 maintain service delivery during very busy periods including when systems, people or resources have not delivered
 - P6 respond appropriately to customers when they make comments about the services that are being offered
 - P7 alert others to repeated comments made by customers
 - P8 take action to improve the reliability of the service based on customer comments
 - P9 monitor whether the action you have taken has improved the service you give to customers
 - P10 record and store customer service information
 - P11 select and retrieve customer service information that is relevant, sufficient and in an appropriate format for its purpose
 - P12 locate quickly information that will help solve a customer's query
 - P13 supply accurate customer service information to others using the most appropriate method of communication

Improve the customer relationship

- You must be able to:*
- P14 select and use the best method of communication to suit the customers' needs
 - P15 take the initiative to contact customers to update them when things are not going to plan, or when further information is required
 - P16 where necessary, explain to customers why their needs and expectations cannot be met
 - P17 identify alternative solutions for customers either within or outside the organisation
 - P18 assess the costs and benefits of these solutions to the organisation and to the customers
 - P19 negotiate and agree solutions with customers which satisfy them and are acceptable to own organisation
 - P20 take action to satisfy the customers according to the agreed solution
 - P21 recognise opportunities and take action to exceed the customer's expectations within limits of own authority
 - P22 gain the help and support of others to exceed the customers' expectations

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Work with others to improve customer service

- You must be able to:*
- P23 contribute constructive ideas to plans for improving customer service
 - P24 identify and follow plans to improve customer service and confirm this with others
 - P25 ensure others are kept advised of situations that may affect plans to improve customer service
 - P26 discuss with others how own actions may affect their customer service performance
 - P27 identify and review own performance continuously with others against plans to improve customer service
 - P28 discuss with others joint performance measured against aims to improve customer service
 - P29 identify with others how joint efforts to follow plans and achieve aims could be improved
 - P30 take action with others to improve joint customer service performance

Monitor and solve customer service problems

- You must be able to:*
- P31 respond to customers' problems according to organisational guidelines
 - P32 solve customer problems when it is within own area of authority
 - P33 keep customers informed of the action being taken
 - P34 check with customers that they are satisfied with the action taken
 - P35 solve problems within service systems and procedures that might affect customers before they become aware of them
 - P36 inform the appropriate authority and colleagues of the steps taken to solve specific problems
 - P37 work individually or with colleagues to identify repeated customer service problems
 - P38 identify the options for dealing with repeated problems and consider the advantages and disadvantages of each option
 - P39 work with others to determine an agreed way forward for solving repeated problems
 - P40 negotiate with the appropriate authority, changes to customer service systems and procedures that will reduce the chance of problems being repeated
 - P41 action the agreed solution with agreed timescales
 - P42 keep customers informed in a positive and clear manner of steps being taken to solve any service problems
 - P43 monitor the solution that has been implemented and make any suitable changes to ensure that no further problems occur

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Knowledge and understanding

You need to know and understand:

- K1 the legal responsibilities for maintaining own and others' health and safety in your workplace
- K2 the requirements placed upon the individual and the organisation by current legislation, directions and bye-laws related to the health and safety of customers, suppliers and other third parties
- K3 current industry guidance, relating to the health and safety of customers, suppliers and other third parties
- K4 own organisation's policies, procedures and working practices that relate to the health and safety of customers, suppliers and other third parties
- K5 the principle types of hazard and risk associated with ports
- K6 the precautions appropriate for minimising the risks associated with ports
- K7 how to wear, use and maintain personal protective equipment, relevant to port operations and to incidents and emergencies
- K8 how to locate, use and maintain the principle types of safety and incident response equipment in the port
- K9 the location of and how to operate alarm systems
- K10 procedures for contacting the emergency services
- K11 the location of the approved escape routes and assembly points
- K12 own responsibilities for reporting accidents and emergencies
- K13 the limits of own responsibilities when dealing with customers, suppliers and other third parties
- K14 roles and responsibilities of others when dealing with customers, suppliers and other third parties
- K15 what customers' rights are and how these rights affect what is able to be done for the customer
- K16 the specific needs of: data protection, equal opportunities, disability discrimination, legislation and regulations, that affect the way the services can be delivered to customers
- K17 how to communicate in a clear, polite, confident way and why this is important
- K18 the implications of a change of structure, products or services for the organisation
- K19 the implications of other relevant port and organisations' activities on the organisation
- K20 the industry, organisational and professional codes of practice and ethical standards that affect the way the products or services can be delivered to customers
- K21 contractual agreements that the customers have with own organisation
- K22 the services of the organisation relevant to own customer service role
- K23 organisational targets relevant to own job, own role in meeting them and the implications for the organisation if those targets are not met

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- K24 how to identify useful customer feedback and how to decide which feedback should be acted on
- K25 how to communicate feedback from customers to others
- K26 the resource implications in times of staff sickness and holiday periods and own responsibility at these times
- K27 the importance of having reliable and fast information for own customers and own organisation
- K28 the organisation's procedures and systems for delivering customer service
- K29 the organisation's procedures for emergency situations and own role within them
- K30 the organisation's major competitors
- K31 the effects of legislation on the performance of own organisation
- K32 how to make best use of the method of communication chosen for dealing with customers
- K33 how to negotiate effectively with customers
- K34 how to assess the costs and benefits to the customer and own organisation of any unusual agreement made
- K35 the importance of customer loyalty and/or improved internal customer relationships to the organisation
- K36 how to handle customer service problems
- K37 how the successful resolution of customer service problems contributes to customer loyalty with the external customer and improved working relationships with the internal customer
- K38 how to negotiate with and reassure customers while their problems are being solved

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Additional Information

External Links

This standard is applicable to the organisation, delivery and maintenance of reliable customer service, improvement of customer relationships, working with others to improve customer service and monitoring and solving customer service problems.

The performance criteria, knowledge and understanding requirements are related to the individual's own organisation, job role and area of operations. This includes but is not limited to the individual's immediate place of work. It extends to areas, operations and persons that may be impacted upon by the individual's activity in the workplace.

The performance criteria, knowledge and understanding requirements are specific to the: regulations, industry and other guidance recognised by the individual's employer, employing organisation's objectives, policies, procedures, and working practices; that relate to the elements covered in this standard.

The performance criteria, knowledge and understanding requirements are specific to the individual's own level of authority and responsibility.

Ports and the activities which take place there vary. Employers and any other duty holders must comply with the legal duties imposed on them by health and safety legislation, including the Health and Safety at Work Act 1974. This will also involve careful and continuing risk assessments to enable duty holders to plan, implement, manage and review policies and procedures which address the risks associated with the conduct of their business. The statutory duty of the employee to take reasonable care for the health and safety of themselves and other persons who may be affected by their acts or omissions at work and to cooperate with the employer with regard to the employer's health and safety duties, are an essential part of this standard.

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