

	other and engage with our supporters, members and users of our services, treating them with respect at all times. I To ensure resources and funds are used efficiently, and to evaluate and measure our performance so we can be innovative and learn how to improve in the future. I To be compassionate, progressive and confident in our dealings with the general public in order to effect positive change. I To ensure staff are knowledgeable and that the Society is accessible, relevant, trusted, and honest at all times.
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2. In relation to your current organisation (or one that you know well), **explain** how the organisation identifies what their customers' expectations are. [3.3]

Greencore identifies its customer expectations by asking the customer some questions among other methods. A variety of questioning techniques can be used to get the answers you require. These include: open questions; closed questions; probing questions.

Open questions are designed to encourage a detailed answer. They will include words such as "How? Who? Where? Why? When? What?" Closed questions can be answered with the words "yes" or "no". They can be good questions to use in certain circumstances. However, they may not provide with such a detailed answer as an open question would. Probing questions can be used when it is needed to find out even more about the customers' needs. They may be open or closed depending on the information that they require.

3.

- a) **Explain** how the resources available can affect your organisation's offer and customer service expectations. [3.2]

Greencore is one of the leading food production company in UK. Therefore it has a lot of resources that can offer the final customer an outstanding service. A team of 100 customer service agents are available 24/7 to answer the clients queries and complaints. If for example they have too many e-mails in a day there is a reserve team of customer service agents of a partner consult firm that takes part of the overflow of communication. This ensures a full satisfaction of the customers. It is true that this costs the company a lot of money and it is rarely used as a method to solve a day's work load, but having such considerable profits, allows Greencore to go the extra mile for their clients. As they are used to receive the best products with the finest ingredients at a not so low price, Greencore's customers need to be kept happy. In case of a problem, Greencore offers exchanges or full refunds as it wants its clients to be loyal.

- b) **Explain** how financial implications can affect your organisation's offer and customer service expectation. [3.2]

Whether through bitter experience or good business sense, most companies have become well versed in the correlation between service and revenues. Happy customers spend more and are loyal. But this simplistic equation papers over a deeper problem caused by bad customer service. A problem which impacts Europe's top 1,000 businesses' profits by €14 billion a year and creates cash flow gap of €274 billion. Poor customer service creates

5. In relation to your current organisation (or one that you are familiar with), **explain** why complaints are monitored and how this monitoring is used. [4.5]

The key to effective quality monitoring includes six crucial steps:

1. Listen to customers by monitoring interactions. Ask questions such as: are these interactions related to the company's goals and objectives, or are they related to specific areas of concern such as customer attrition? This is where analytics comes into play for the contact centre. Speech analytics identifies calls that are relevant for evaluation and text analytics identifies email and chat interactions that should be monitored.
2. Capture all of your customer feedback channels. Apply the same quality standard that is used for calls to text-based interactions like email and chat.
3. Ask your customer what they think. Instead of using your organisation's internal metrics to measure the quality of a call, ask the customer: "What did you think of your experience and the agent you worked with?" or "Did your service experience match the promise made in our advertising?" It's very important to map high-quality interactions with your customers' expectations, comparing internal evaluation scores with customer scores.
4. Use quality monitoring to help agents improve skills. Evaluate interactions to identify skills gaps, and provide individual learning opportunities where there are deficiencies.
5. Do not view agent development as a one-off activity. Provide continuous coaching that will help improve agent performance and productivity. Coaching is key to consistent customer service.
6. Measure your results and keep track of continuous feedback and evaluation to monitor and measure progress.

By monitoring quality across multiple channels, organisations can learn from their customer interactions, leading to better decision making, service and processes. The monitoring, measuring and managing of performance and service quality must remain a priority, but the "voice of the customer" analytics, across multiple channels, is just as important. By adopting the view that quality monitoring is a strategic process rather than a tactical one, companies will begin to see an improvement of their customers experience and their customers therefore becoming their strongest champions.

Now that you have completed part 4 of your Assessment, remember to save the work you have done so far – you will need to send your work to your tutor for marking once you have completed all 5 parts of this Assessment.

Once you have completed all 5 parts of this Assessment, go to www.vision2learn.com and send your work to your tutor for marking. Log in to the platform and send your Assessment to your tutor via your My Study page for marking. Good luck!

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