

Key Purpose

The main purpose of the customer service is to meet the expectations of the customers so that they are satisfied with the outcome. These services are also built to capture and understand the customers' needs to ensure they enjoy a product or a service for the best price.

Key Competency Areas

These standards cover the range of functions carried out by professionals working in a customer service focused organisation. They include a variety of competence areas such as essentials of customer service delivery and management, handling problems, customer service management and overall organisational impression and image. There are five key areas within the Customer NOS Functional Map, as follows.

A. Customer Service Foundations

B. Organisational Impression and Image

C. Customer Service Delivery

D. Handling Problems, Queries and Complaints

E. Customer Service Management

These Competency Areas are expanded by Key Functions defined by NOS:

Key Competency Areas	Key Functions defined by NOS
A. Customer Service Foundations	INSCS001 - Deal with customers INSCS002 - Manage communications in a customer service environment INSCS003 - Process information about customers INSCS004 - Develop customer relationships INSCS005 - Maintain a healthy and safe environment for customers and colleagues INSCS006 - Provide customer support online INSCS007 - Develop your own customer service skills
B. Organisational Impression and Image	INSCS008 - Provide customer focused service INSCS009 - Provide customer centric service INSCS010 - Champion customer service INSCS011 - Deliver customer service in accordance with equality and diversity INSCS012 - Deliver brand promise using social media INSCS013 - Build a customer service knowledge base INSCS014 - Deliver seamless customer service with a team INSCS015 - Build and maintain customer relations
C. Customer Service Delivery	INSCS016 - Deliver customer service to challenging customers INSCS017 - Deliver customer service in an environmentally friendly and sustainable way INSCS018 - Manage a customer service award programme INSCS019 - Promote additional services or products to customers INSCS020 - Deliver customer service within specified requirements INSCS021 - Deal with customers across a language divide INSCS022 - Use questioning techniques when delivering customer service INSCS023 - Use bespoke software for dealing with customers INSCS024 - Maintain customer service through handover procedures
D. Handling Problems, Queries and Complaints	INSCS025 - Deal with customer queries, requests and problems INSCS026 - Monitor and resolve customer service problems INSCS027 - Assess the risks in customer service INSCS028 - Handle customer complaints

Key Competency Areas	Key Functions defined by NOS
	INSCS029 - Monitor the quality of customer service transactions
E. Customer Service Management	INSCS030 - Lead a team to develop and improve customer service INSCS031 - Improve customer service through use of technology and other resources INSCS032 - Support and implement customer service improvements INSCS033 - Review the quality of customer service INSCS034 - Develop a customer service strategy INSCS035 - Manage customer service performance INSCS036 - Develop customer service social networks INSCS037 - Develop personal performance through delivering customer service INSCS038 - Promote continuous improvement INSCS039 - Improve customer relationships and services INSCS040 - Gather, analyse and interpret customer feedback INSCS041 - Use service partnerships for customer service delivery INSCS042 - Plan, organise and control customer service operations INSCS043 - Manage customer service INSCS044 - Use customer service as a competitive tool