

# Sample Scheme of Work

**Topic:** Resolve Customers' Problems

**Tutor:** Leave blank

**Support Staff/Technician:** Leave blank

**GLH by the awarding body:** 19

**Total Hours planned by you  
for delivery of topic:** 19

**Total GLH per topic  
planned by you:** 15.5

**Course / Programme:** Diploma in Customer Services

**Awarding Body used:** Pearson

**Reference codes NOS:** K/506/2169

**Reference code awarding body:** K/506/2169

**Self-Study hours:** 3.5

**Practical hours:** 0

**Web links to Standards used:** <https://qualifications.pearson.com/content/dam/pdf/NVQ-and-competence-based-qualifications/Customer-Service/2014/Specification/9781446925423-BTEC-Combi-L3-CS.pdf>

## Aims for this topic:

- Assess the suitability of a range of techniques for monitoring customer problems and be able to explain how the resolution of problems can improve products and/or services
- Explain how the successful resolution of customers' problems contributes to customer loyalty and enhanced business performance, and explain the benefits and drawbacks of this resolution to both customers and the organisation
- Explain the features of negotiating techniques used to resolve customers' problems
- Confirm the nature and cause of customers' problems and explain when customers' problems should be treated as complaints
- Be able to inform colleagues of the nature of problems and actions taken
- Be able to evaluate the effectiveness of the resolution of customers' problems and adhere to organisational policies and procedures, legal and ethical requirements when dealing with customers' problems

## Wider Resources Available:

### Books

Adair J – Decision Making and Problem Solving: Creating Success (2nd Edition), (Kogan Page, 2013) ISBN 9780749466961

Customer Service Training Institute – Rapid & Efficient Problem Solving (CreateSpace Independent Publishing Platform, 2013) ISBN 9781493553693

### Websites

<http://www.businessknowhow.com/marketing/solveprob.htm>

<http://www.businesszone.co.uk/do/customers/top-10-ways-to-deal-with-customer-complaints>

## Differentiation

Partner/Group Write- Allowing students to collaborate on the knowledge tasks - Students mutually share their thoughts and ideas for the topic. Allow use of the computer and high frequency word dictionaries to help extend or enhance knowledge.

Reduce the length expectation and allow mini-lesson opportunities.

## How Equality and Diversity can be achieved in this topic?

Encourage learners to examine problems across a diverse range of customer situations, to reflect the differing solutions that may be appropriate.

Session	Hours Planned	Learning Objectives	Learning Activities Examples		Resources	Digital content	
			Tutor-Contact	Self-Study		i-GVS content	Delivery time
1	<p>Total: 2 hours</p> <p>Tuition: 1.5 Hour</p> <p>Self-Study: 0.5 Hours</p>	<p><b>Understanding the Monitoring and Resolution of Customer Problems</b></p> <p>A range of techniques for monitoring customers' problems</p> <p>At the end of the session, be able to explain the range of techniques that organisations can use to monitor customers' problems</p>	<p>Explain what is meant by business process monitoring.</p> <p>Examine how customer feedback could be gained, how to monitor repeat customers and how to measure customer satisfaction</p> <p>Completion of:</p> <ul style="list-style-type: none"> <li>• <a href="#">i-Ask: A range of Techniques to Monitor Customers' Problems</a></li> <li>• <a href="#">i-Check: Understanding a Range of Techniques to Resolve Customers' Problems</a></li> </ul>	<p>Research into what business process monitoring is and how businesses use this – using website resources</p> <p>How to gain customer feedback and measuring techniques – search the internet</p>	<p><a href="http://searchcio.techtarget.com/definition/business-process-monitoring">http://searchcio.techtarget.com/definition/business-process-monitoring</a></p> <p><a href="http://blog.clientheartbeat.com/why-customer-feedback-is-important/">http://blog.clientheartbeat.com/why-customer-feedback-is-important/</a></p>	<ul style="list-style-type: none"> <li>• <a href="#">i-Ask: A range of Techniques to Monitor Customers' Problems</a></li> </ul> <p>Examination of:</p> <ul style="list-style-type: none"> <li>• business process monitoring,</li> <li>• sampling customer feedback,</li> <li>• monitoring repeat customers,</li> <li>• measuring customer satisfaction</li> </ul> <ul style="list-style-type: none"> <li>• <a href="#">i-Check: Understanding a Range of Techniques to Resolve Customers' Problems</a></li> </ul>	30 minutes
2	<p>Total: 2 Hours</p> <p>Tuition: 2 Hours</p> <p>Self-Study: 0 Hours</p>	<p><b>Resolving Customers' Problems</b></p> <p>At the end of the session, be able to explain the different types of problems that might occur and how these could be resolved</p>	<p>Explain what different problems may be within different contextual settings – brainstorm problems that learners may have encountered and what impact this had on their impression of the company</p> <p>Completion of:</p> <ul style="list-style-type: none"> <li>• <a href="#">i-Ask: Resolving Customers' Problems</a></li> <li>• <a href="#">i-Check: Understand the Value of Resolving Customers' Problems</a></li> </ul>			<ul style="list-style-type: none"> <li>• <a href="#">i-Ask: Resolving Customers' Problems</a> covering: <ul style="list-style-type: none"> <li>Customers' problems: <ul style="list-style-type: none"> <li>• types of problems, e.g. identified by the customer,</li> <li>• identified by the organisation,</li> <li>• caused by a procedure or systems failure,</li> <li>• caused by a lack of resources</li> </ul> </li> </ul> </li> <li>• <a href="#">i-Check: Understand the Value of Resolving Customers' Problems</a></li> </ul>	30 minutes

Session	Hours Planned	Learning Objectives	Learning Activities Examples		Resources	Digital content	
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3	<p>Total: 3 Hours</p> <p>Tuition: 2 Hours</p> <p>Self-Study: 1 Hour</p>	<p><b>Negotiation Techniques</b></p> <p>At the end of the session, be able to explain negotiation techniques</p>	<p>Explain what the different negotiation techniques are and what technique should be used when dealing with different customer problems.</p> <p>Covering:</p> <ul style="list-style-type: none"> <li>• Tradable concessions</li> <li>• Persuasion techniques</li> <li>• Mirroring customer actions</li> <li>• Tone and speed of speech</li> <li>• Using visual information, facts and figures, and gathering information</li> </ul> <p>Complete:</p> <ul style="list-style-type: none"> <li>• <a href="#">i-Ask: Negotiation techniques</a></li> </ul> <p>These modules to be carried out at the end of the session.</p> <ul style="list-style-type: none"> <li>• <a href="#">i-Test: Ways to Understand Customer Problems and Begin Resolving Them</a></li> <li>• <a href="#">i-Test: Moments of Truth, Touch Points and Problem Resolution</a></li> </ul>	<p>Investigation into negotiation techniques</p> <p>Completion after i-Ask carried out in class.</p> <ul style="list-style-type: none"> <li>• <a href="#">i-Check: Recognising, Understanding and Resolving Customers' Problems</a></li> </ul>	<p><a href="https://www.mindtools.com/CommSkill/NegotiationSkills.htm">https://www.mindtools.com/CommSkill/NegotiationSkills.htm</a></p>	<ul style="list-style-type: none"> <li>• <a href="#">i-Ask: Negotiation Techniques</a> covering: <ul style="list-style-type: none"> <li>• Tradable concessions</li> <li>• Persuasion techniques</li> <li>• Mirroring customer actions</li> <li>• Tone and speed of speech</li> <li>• Using visual information, facts and figures, and gathering information</li> </ul> </li> <li>• <a href="#">i-Check: Recognising, Understanding and Resolving Customers' Problems</a></li> <li>• <a href="#">i-Test: Ways to Understand Customer Problems and Begin Resolving Them</a></li> <li>• <a href="#">i-Test: Moments of Truth, Touch Points and Problem Resolution</a></li> </ul>	90 minutes

Session	Hours Planned	Learning Objectives	Learning Activities Examples		Resources	Digital content	
			Tutor-Contact	Self-Study		i-GVS content	Delivery time
4	Total: 2 hours  Tuition: 1.5 hours  Self-Study: 0.5 hours	<b>Understanding Customer Problems</b>  The Nature and Cause of Customers' Problems  At the end of the session, be able to explain the range of techniques that organisations can use to monitor customers' problems	Encourage learners to examine the types of problems that could occur, and then bring in the idea of getting to the root cause of why the problem has happened.  Examine why, when, how, what, who and where in defining root cause.  • <a href="#">i-Ask: The Nature and Cause of Customer Problems</a>	Use the internet to research information on root cause analysis	<a href="https://www.mindtools.com/pages/article/newTMC_80.htm">https://www.mindtools.com/pages/article/newTMC_80.htm</a>	• <a href="#">i-Ask: The Nature and Cause of Customer Problems</a> covering:  • Different types of customer problems	30 minutes
5	Total: 3 Hours  Tuition: 2.5 Hours  Self-Study: 0.5 hours	<b>When Customers' Problems Should be Treated as Complaints</b>  Be able to explain when organisations will treat customers' problems as complaints	Analysis of the different complaint procedures that organisations may have – suggest look at well-known companies such as Virgin, McDonalds, and Tesco for examples  • <a href="#">i-Ask: When Customer Problems Should be Treated as Complaints</a>  • <a href="#">i-Check: Understanding the Value of Customer Problems</a>  • <a href="#">i-Check: Customer Problems and Complaints Procedures</a>  • <a href="#">i-Test: Understanding and Resolving Customer Problems</a>	Learners to carry out investigations online of customer complaint procedures for companies of their choice – resource opposite for Asda	<a href="https://mobile.asda.com/complaints/new">https://mobile.asda.com/complaints/new</a>	• <a href="#">i-Ask: When Customer Problems Should be Treated as Complaints</a>  • Verbal • Written • Formal  Complaints and how to respond to them	90 minutes

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6	<p>Total: 2 Hours</p> <p>Tuition: 1.5 Hours</p> <p>Self-Study: 0.5 hours</p>	<p><b>Solving Customer Problems</b></p> <p>Dealing with Customer Problems</p> <p>Exploring resolution options available:</p> <ul style="list-style-type: none"> <li>Refunds, compensation and/or replacements</li> </ul>	<p>Exploration of the advantages and disadvantages of each resolution option, and the circumstances in which these can be used</p> <p>Completion of:</p> <ul style="list-style-type: none"> <li><a href="#">i-Ask: Dealing with Customer Problems</a></li> </ul>	<p>Learners to carry out investigations online of resolution options offered by companies examined in the previous task</p>	<p><a href="https://mobile.asda.com/complaints/new">https://mobile.asda.com/complaints/new</a></p>	<ul style="list-style-type: none"> <li><a href="#">i-Ask: Dealing with Customer Problems</a></li> </ul>	30 minutes
7	<p>Total: 2 hours</p> <p>Tuition: 1.5 hours</p> <p>Self-Study: 0.5 hours</p>	<p>Policies, Procedures and Requirements</p>	<p>Explain to the learners what policies and procedures could be introduced into organisations, specifically around levels of authority</p> <p>Explanation of the Consumer Rights Act and the rights for refunds/returns, faulty goods and fitness for purpose. Include examination of how this Act also covers digital content and services</p> <p>Completion of:</p> <ul style="list-style-type: none"> <li><a href="#">i-Ask: Policies, Procedures and Requirements</a></li> </ul>	<p>Investigation into consumer rights via citizens advice website</p>	<p><a href="https://www.citizensadvice.org.uk/about-us/how-citizens-advice-works/citizens-advice-consumer-work/the-consumer-rights-act-2015/">https://www.citizensadvice.org.uk/about-us/how-citizens-advice-works/citizens-advice-consumer-work/the-consumer-rights-act-2015/</a></p>	<ul style="list-style-type: none"> <li><a href="#">i-Ask: Policies, Procedures and Requirements</a></li> </ul>	30 minutes

Session	Hours Planned	Learning Objectives	Learning Activities Examples		Resources	Digital content	
			Tutor-Contact	Self-Study		i-GVS content	Delivery time
8	Total: 3 Hours  Tuition: 3 Hours  Self-Study: 0 hours	Resolving Customer Problems	<p>Explanation of the importance of:</p> <ul style="list-style-type: none"> <li>• Agreeing suitable solutions</li> <li>• Keeping colleagues informed</li> <li>• Evaluating the effectiveness of agreed solutions</li> <li>• Customer touch points and moments of truth</li> </ul> <p>Completion of:</p> <ul style="list-style-type: none"> <li>• i-Ask: Resolving Customer Problems</li> <li>• i-Check: Resolutions, Benefits and Drawbacks of Customer Problems</li> <li>• i-Check: Customer Problems and Resolutions</li> <li>• i-Test: Solving Customer Problems</li> </ul>			<ul style="list-style-type: none"> <li>• i-Ask: Resolving Customer Problems</li> <li>• i-Check: Resolutions, Benefits and Drawbacks of Customer Problems</li> <li>• i-Check: Customer Problems and Resolutions</li> <li>• i-Test: Solving Customer Problems</li> </ul>	60 minutes