

Unit FM4.15: Managing customer service in facilities management

The assessment criteria form part of the unit and specify the standard that a learner is expected to meet to demonstrate that the learning outcomes within the unit have been achieved. The additional guidance, which is shown in brackets and italics alongside the assessment criteria, does not technically form part of the unit, in that it is not included in the reference version of the unit shown by the Register of Regulated Qualifications. The additional guidance is provided to illustrate how the assessment criteria might be interpreted. The BIFM will generally expect assessors to interpret the assessment criteria as described, or to an equivalent level of demand.

Aim of the unit:

This unit enables learners to develop their understanding of the importance of customer relationship management and the ways in which Facilities Managers can deliver a customer focused service and how service level agreements can be managed, evaluated and improved.

Title:	Managing customer service in facilities management
Level:	4
Credit value:	4
Learning outcomes <i>A learner when awarded credit for this unit will:</i>	Assessment criteria <i>Assessment of this learning outcome will require a learner to demonstrate that they can:</i>
1. Understand the service culture in a facilities management context	1.1 Describe the responsibilities that Facilities Managers have to their customers <i>(including service delivery, service improvement, value enhancement, provision of management reports)</i> 1.2 Explain the ways in which customer relationships are managed and improved <i>(in terms of general management and communication methods, and including additional mechanisms used to manage contractors, such as service level agreements and key performance indicators)</i>
2. Understand how to deliver a	2.1 Explain what is meant by the term

<p>customer focused service</p>	<p>“customer focused service” <i>(supporting the explanation with example/s drawn from the learner’s own experience and/or case studies to demonstrate the benefits of 'standing in the customers shoes', good communication channels and providing the services required)</i></p> <p>2.2 Describe a range of communication methods used in delivery of a customer focused service <i>(using examples such as contract review meetings, operational meetings, face to face, telephone, e-mail, messaging, customer surveys, feedback forms, notice boards, intranet, table top, poster communications, job request, complaint channels)</i></p>
<p>3. Understand how to identify various customers, assess their requirements and satisfaction levels</p>	<p>3.1 Describe how to identify the customer base of an organisation <i>(no additional guidance)</i></p> <p>3.2 Explain the techniques that Facilities Managers can utilise to determine customer requirements <i>(supporting the explanation with examples (e.g. customer needs analysis, customer mapping, customer surveys, focus groups, feedback forms) rather than trying to provide an exhaustive list)</i></p> <p>3.3 Explain the ways in which Facilities Managers can determine what customers feel about the services that they receive <i>(supporting the explanation with examples (e.g. surveys and audits) rather than attempting to develop an exhaustive list)</i></p> <p>3.4 Explain how Facilities Managers can utilise the information that they gather to improve facilities management services <i>(supporting the explanation with examples to show how customer</i></p>

	<p><i>information can be reviewed to identify trends and emerging issues, and can be used to influence items such as procedures, SLA's, targets, KPI's and improvement plans)</i></p>
<p>4. Understand how to develop and manage service level agreements</p>	<p>4.1 Explain how service level agreements are developed and agreed (<i>no additional guidance</i>)</p> <p>4.2 Describe the tools that may be used to measure the performance of a Service Level Agreement (<i>including the standard tools of KPI's, customer feedback surveys, audits, customer feedback forms, benchmarking</i>)</p> <p>4.3 Explain how service level agreements can be managed so that all stakeholders understand expectations, responsibilities and priorities (<i>including communication tools such as review meetings, publication of customer feedback, P&P, transparency of contract content</i>)</p>
<p>5. Understand the importance of customer relationship management</p>	<p>5.1 Explain the importance of customer relationship management in the context of facilities management (<i>including the need to build long standing relationships, to keep present customers, to maximise profit and to build a reputation that attracts other potential clients</i>)</p> <p>5.2 Describe the sensitive areas of customer relationship management (<i>including data protection, HR issues, and intellectual property issues</i>)</p> <p>5.3 Explain how to build customer loyalty and confidence (<i>supporting the explanation with example/s from the learner's own experience and/or case studies, and including partnership approaches</i>)</p>

	5.4 Explain the ways in which customer relationships are managed, evaluated and improved (<i>supporting the explanation with example/s drawn from the learners own experiences and/or case studies</i>)	
Unit expiry date	31st October 2017	
Unit reference number	A/601/1723	
FM Professional Standards reference	FM functional area:	FM functional area component:
	Quality Management and Customer Service	Customer Service

Resources:

The Nordstrom Way to Customer Service Excellence: A Handbook for Implementing Great Service in Your Organization by Robert Spector and Patrick D. McCarthy

The Nordstrom Way to Customer Service Excellence: A Handbook for Becoming the "Nordstrom" of Your Industry by Robert Spector and Patrick D. McCarthy

Customer Care Excellence: How to Create an Effective Customer Focus (Customer Care Excellence: How to Create an Effective Customer Care) by Sarah Cook

Unleashing Excellence: The Complete Guide to Ultimate Customer Service by Dennis Snow and Teri Yanovitch

Happy About Customer Service?: Creating a Culture of Customer Service Excellence by Ken Welsh

Best Practice Guide for Customer Service Managers: An Activity-based Workbook for Leaders of Teams That Strive for Service Excellence (Customer Service Best Practice Guides) by Trevor G. Arden, Stephanie E. Edwards, and Anne-Marie Sonneveld

Customer Service: Aiming for Excellence by Timothy P. Bonomo

Business Success Through Service Excellence by Moira Clark and Susan Baker

FM World www.fm-world.co.uk

www.bifm.org.uk

www.instituteofcustomerservice.com/

Facilities Management Journal - www.mpp.co.uk

Facilities Management Excellence - www.fmxmagazine.co.uk