

POU Customer Excellence Assessment



The British Water Cooler Association offer the POU Customer Excellence programme to employees of member organisations who have signed up to delivering value added excellent products and services to their customers. This is in line with standards required to be a member of the BWCA. Member organisations have combined to develop the POU Customer Excellence programme. It is structured to work with you in recognising where your strengths are and how to build on these to continue to offer your internal and external customers even better value-added customer service.

You are now required to complete this assessment to achieve the BWCA Certificate of Achievement in POU Customer Excellence

Process

As you have now completed the pre-workshop learning and attended the one day workshop, you now need to demonstrate your learning and how you have applied that learning in offering your customers value added excellence. It is important you start your planning immediately after the workshop when you return to work.

Following the workshop, you need to:

- Read through and fully understand the assignment requirements
- Discuss and agree with your line manager, your two main objectives to improve customer value added service and your plan for completing the assignment
- Fully complete and send a scanned copy of your action plan to the workshop facilitator within three working days of the workshop date
- Work on your objectives and post workshop activities
- Week five or six, discuss and reflect on successes and areas for further improvement with your line manager including business and customer benefits
- Complete the POU Customer Excellence assignment questions
- Upload a completed copy to the workshop facilitator via the BWCA Moodle learning web site **no later than seven weeks** following the workshop date using the following save format in word – **BWCA-POUCE-SurnameA-DD.MM.YY**. This is based on the programme, your surname and first initial and the one day workshop date.

This will be assessed and you will receive feedback from the workshop facilitator on the suitability of the content and if you have achieved a Pass or will be required to Resubmit your work. The feedback will highlight the areas where a point might have been missed or we will need further information or clarification.

Following the achievement of a Pass and full completion of all previous stages of the POU Customer Excellence programme, you will receive the BWCA Certificate of Achievement in POU Customer Excellence.

Key Points

Stage	Target Date
Workshop date:	
Date Action Plan to be sent to facilitator: Email address info@skillschannel.tv discussion	
Line Manager pre-assessment submission date:	
Assignment submission date: Email address info@skillschannel.tv discussion	

Advice for formatting and completing the Assignment

Please use Ariel 11 font with line spacing of 1.5

You should ensure you have a footer with your name and the save format to help with the assessment process.

Answer each question fully and in line with the suggested word count per question.

Use each question as your section heading. This will help the assessor know which question you are answering.

The assessor will be looking for practical examples of learning and application in your role. We are keen to see what worked and why and what didn't go so well and how you will move forward from that.

Use the assignment template that is available on the Skills Channel TV BWCA web site – www.skillschannel.tv/BWCA

Ideally no appendices. If you do need to include appendices, please keep these to a minimum. They must also be directly relevant to any key points. Appendices are not included in the word count per question.

Think about the ABC of writing – Accuracy, Brevity and Clarity

Try not to use bullet points. Your responses to each question should be a narrative of your thoughts, experiences and reflections.

Please do remember that the assessor may not be familiar with your profession or business so do consider the way you explain points or use of acronyms.

The key thing is to just start. Get things written down and eventually you can fine tune and change as you go along.

Most people find it useful to sit down and plan the assignment completion as soon as they can after the workshop. If you leave assignment completion close to the submission date, this will cause you significant problems.

The submission date is final and cannot be missed. It is only in exceptional circumstances can we consider any movement in the date. Any assignment not submitted on the set date may not be assessed and therefore certification cannot take place.

Once completed, upload a copy of this assignment to the online BWCA Moodle site. Once uploaded, this will trigger an email to Skills Channel TV and BWCA informing them that your assignment is ready for assessment. Please allow up to four weeks for your feedback.

If you do have any queries or would like any points clarified, please contact the workshop facilitator Alec McPhedran from Skills Channel TV on 0121 366 87 99.

We look forward to receiving your reflections.

POU Customer Excellence Assessment Brief

Please complete each question based on the learning you gained and the actions you took to provide customer excellence. Each question should be used as a heading for your response to each

1 Introduction

Give the assessor a little bit of background about you and your role. Briefly highlight a sense of your key customers and what they expect from you. Remember that the assessor may not be familiar with your profession or specialist terms or language. 150 – 200 words

2 Programme Learning

Here we need to understand your thoughts on what the main things are you feel you have learnt or re-enforced as a result of the programme. What was your main learning from the programme? What did you like and why? What were you not so sure about and how did you follow up to try and understand a little more? 300 - 350 words

3 Current Situation

Give a summary of your current key customers, what they expect from you and where you think you can build on delivering customer excellence. 300 - 350 words

4 Improving Customer Service

Explain how you identified what needs to be improved, why and the key steps you need to take to improve customer service. What measures did you include to help assess your customer has received an improved service? 250 – 300 words

5 Outcomes and Results

Give a description of what actually happened, what challenges or barriers did you face and what did you learn from making the customer excellence improvements? As a result of the changes, what were the specific new benefits for the customer? 300 – 350 words

6 Customer and Manager Feedback

Proactively seek customer feedback following your recent contacts with your customers in which you increased your customer excellence support. Reflect on and sum up your thoughts on that feedback. What have you learned from your customer feedback and how can you build on this? You should then discuss this with your line manager to help reflect on the learning and agree customer service improvements as a result of the project. 300 - 350 words

7 Conclusion

Give us your thoughts and reflections having now worked through the POU Customer Excellence programme and the post workshop assignment. What has worked for you, key behaviour changes, what are your thoughts in further self development in this area and how can you continue to add value? 300 - 400 words

Finally

Do make sure you give real examples based on genuine new value added customer service. You might also want to look at including any various theories or models used in customer excellence to build on your knowledge. If you do include models or theories, briefly explain the concept but more importantly, how you applied them in your role and explanation of what happened.

The purpose of the assessment is to help us evaluate what you took from the programme and how it has helped to improve BWCA members customer excellence.

Goods luck and enjoy applying the learning.