

## Unit Title

**LA21 Evaluate the quality of customer service**

## Summary

This Unit is for you if you are responsible for reviewing and evaluating the quality of the service provided to clients. Organisations need to know how they are delivering services to clients. Without this information, they will have no way of knowing if their clients are satisfied and are likely to return to the organisation should other problems arise. Nor will they know how they can improve client service to meet and exceed client expectations.

The Unit requires you to:

- Plan how to measure customer/client service
- Collect and analyse information on the service provided to customers/clients

There are 2 elements:

No	Title
LA21.1	Plan how to measure customer/client service
LA21.2	Collect and analyse information on the service provided to customers/clients

This Unit has been imported from the National Occupational Standards for Customer Service, Unit 29, managed by the Institute of Customer Service and approved in January 2006. It has been tailored in the format agreed for the NOS for Legal Advice. The original Unit uses the term 'customer' but the Legal Advice Sector is more familiar with the term 'client'. For ease of identification in the National Standards database, we have left 'customer' in the Unit and element titles but substituted 'client' in the rest of the unit content.



**Element**

**LA21.1 Plan how to measure customer/client service**

**Performance Criteria**

To meet the standard, you must be able to:

- 1 Identify the aspects of client service delivery that affect customer satisfaction
- 2 Plan how you will monitor the aspects of client service delivery that affect client satisfaction
- 3 Plan how you will analyse the information you have collected

**The skills you will need to enable you to deliver the service effectively are**

- planning
- analysing

## **Knowledge and Understanding**

To meet the standard, you must know:

- a) The importance of measuring the quality of the service provided to clients
- b) How to identify which aspects of the client service process affect client satisfaction

**Element**

**LA21.2                    Collect and analyse information on the service provided to customers/clients**

**Performance Criteria**

To meet the standard, you must be able to:

- 1            How to identify which aspects of the client service process affect client satisfaction
- 2            Analyse the monitoring information you have collected
- 3            Compare the conclusions of your analysis with the criteria you identified
- 4            Adapt your plans if the agreed methods of collecting and analysing information are not proving effective
- 5            Communicate the results of your measurement of client services to colleagues
- 6            Agree actions to improve client service that result from your measurements and analysis

**The skills you will need to enable you to deliver the service effectively are**

- researching information
- analysing
- presenting information
- recording and storing information

## Knowledge and Understanding

To meet the standard, you must know:

- a) How to select the criteria you will use for measurement of client service
- b) How to construct representative samples
- c) The types of information collection methods you could use
- d) Methods of analysing information on the quality of client service
- e) How to identify recommendations that flow from your measurement of client service
- f) The procedures for making recommendations within your organisation