Delivering a customer focused service

Level 1: AA – AO

Responding to Customer Needs
Investigates, understands and responds to the needs of customers – internal and external - by:

- Using appropriate questioning techniques;
- Building and maintaining excellent relationships with customers;
- Responding to customer feedback;
- Treating all customers fairly and with regard to diverse needs.

Providing Excellent Customer Service
Delivers excellent customer service by:

- Using skills and resources to deliver the best possible service;
- Dealing with customer requests, queries and problems;
- Meeting customer service standards and requirements.

Level 2: EO – SEO

Responding to Customer Needs
Develops the organisation's understanding of, and responsiveness to its customers by:

- Implementing customer feedback systems and acting on findings;
- Ensuring diversity policies and practices are followed when dealing with customers
- Promoting new and flexible ways of delivering services that are responsive to customer needs.

Providing Excellent Customer Service
Manages the provision of excellent customer service by:

- Monitoring customer service performance and taking action to resolve poor quality service;
- Sharing knowledge of other DWP business areas with colleagues to improve customer service;
- Ensuring the team achieves the required standard of customer service;
- Sharing good practice and identifying opportunities for customer service improvements.

Level 3: Grade 6-7

Responding to Customer Needs
Adopts a customer-led approach to service development by:

- Working with customers to gain insight into their needs;

- Learning from customer complaints and feedback to support the redefinition of service delivery;
- Communicating to others how an understanding of the diverse needs of others is essential to providing a good service to customers;
- Shaping services to meet future customer needs.

Providing Excellent Customer Service
Promotes excellent customer service by:

- Communicating a vision of future service improvements and modernisation;
- Promoting the sharing of best practice across organisational boundaries;
- Creating working conditions where people and processes enable the delivery of excellent customer service;
- Delivering customer service improvements across a range of areas.