

Chapter 8 - Customer Service

Customer Experience QAF

9. The Customer Experience Quality Assurance Framework (QAF) is a framework for regularly reviewing the quality of customer service and identifying areas for improvement. The QAF will help you to ensure your team is delivering services that are effective, efficient and of a consistently high standard.
10. All managers will need to undertake Customer Experience QAF observations, which provide a structured framework specifically for the measurement of the standards of customer service provided. The QAF aims to be a useful tool for managers to monitor the delivery of customer service and enables Service Delivery Team Leaders to:
 - record examples of customer service;
 - note formal and informal customer feedback;
 - observe face to face meetings and interviews with claimants;
 - identify strengths and areas for improvements;
 - provide structured feedback to individuals; and
 - enable appropriate support and learning opportunities to be offered.
11. A Customer Experience QAF observation must be undertaken once per quarter per team member.