

U09602: Give customers a positive impression of yourself and your organisation

Unit Descriptor:

Excellent customer service is provided by people who are good with people.

Your behaviour affects the impression that customers form of the service they are receiving.

This unit is all about communicating with customers and giving a positive impression of yourself whenever you deal with a customer. By doing this you will also be giving a positive impression of your organisation and the customer service it provides.

All of us enjoy the experience of good customer service if we feel that the person serving us really wants to create the right impression, respond to us and give us good information. Every detail of your behaviour when dealing with a customer counts and this unit gives you the opportunity to prove that you can create that positive impression.

ELEMENT	PERFORMANCE CRITERIA
1. Establish effective relationships with customers	<p><i>To be competent you must achieve the following:</i></p> <p>1.1 Meet your organisation's standards for appearance and behaviour.</p> <p>1.2 Greet your customers in a way that will make them feel welcome and shows that you are interested in serving them.</p> <p>1.3 Communicate with your customers in a manner that makes them feel valued and respected.</p> <p>1.4 Identify and confirm the needs and expectations of your customers.</p> <p>1.5 Treat your customers courteously and helpfully even when you are working under pressure.</p> <p>1.6 Maintain communication with customers to ensure that they are kept informed and reassured.</p>

- 1.7 Adapt your behaviour to respond effectively to different customer behaviour.
- 2. Respond appropriately to customers
 - 2.1 Respond appropriately to **customers** who indicate that they need or want your attention.
 - 2.2 Select an appropriate way of **communicating** with your customers to suit their individual needs.
 - 2.3 Respond promptly and positively to your customers' questions and comments.
 - 2.4 Allow your customers time to consider your response and give further explanation when appropriate.
 - 2.5 Check with your customers that you have fully understood their needs and expectations.
- 3. Communicate information to customers
 - 3.1 Locate information that will help your **customers** quickly.
 - 3.2 **Communicate** to your customers the information they need about the products or services offered by your organisation.
 - 3.3 Recognise information that your customers might find complicated and check whether they fully understand.
 - 3.4 Explain clearly to your customers any reasons why their needs and expectations cannot be met.

RANGE STATEMENT

You must cover the items below:

Element 1: Establish effective relationships with customers**A. Types of customers: *(Also applies to Elements 2 and 3)***

- (i) have different needs and expectations
- (ii) appear angry
- (iii) appear confused
- (iv) behave unconventionally

B. Communicate by: *(Also applies to Elements 2 and 3)*

- (i) face-to-face methods (including verbal and non-verbal communication)
- (ii) using the telephone
- (iii) using written (including electronic) methods

C. Give customers a positive impression: *(Also applies to Elements 2 and 3)*

- (i) during routine delivery of customer service
- (ii) during a busy period for your organisation
- (iii) during a quiet period for your organisation
- (iv) when people, systems or resources have let you down
- (v) when dealing with unusual variations to normal customer enquiries
- (vi) when dealing with customer complaints
- (vii) when dealing with customer enquiries that contain aspects outside your immediate job responsibilities

UNDERPINNING KNOWLEDGE AND SKILLS**Legislation and regulations**

1. What are your customers' rights.
2. What are the specific aspects of :
 - a. health and safety
 - b. data protection
 - c. equal opportunities
 - d. disability discrimination, legislation and regulations that affect the way the products and services you deal with can be delivered to your customers.
3. What are the industry, organisational and professional codes of practice and ethical standards that affect the way the products or services you deal with can be delivered to your customers.
4. What are the contractual agreements, if any; customers have with your organisation.

Products and services

5. What are the products or services of your organisation relevant to your customer service role.

Organisational procedures/guidelines

6. What are the guidelines laid down by your organisation that limits what you can do within your job.
7. What are the limits of your own authority and when do you need to seek agreement with or permission from others.
8. What are the organisational targets relevant to your job, your role in meeting them and the implications for your organisation if those targets are not met.
9. What are your organisation's standards for appearance and behaviour.
10. What are your organisation's guidelines for recognizing customers' needs and expectations and responding positively to them.

Communication

11. How would you communicate in a clear, polite, confident way and why this is important.
12. What are the rules and procedures regarding the methods of communication you use.
13. How would you recognize when a customer is angry and confused.

EVIDENCE GUIDE**(1) Critical Aspects of Evidence**

You must provide evidence that shows you have performed over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent in meeting all the performance criteria across all aspects of the range.

You must provide evidence of creating a positive impression with customers:

- a. during routine delivery of customer service
- b. during a busy period for your organisation
- c. during a quiet period for your organisation
- d. when people, systems or resources have let you down
- e. when dealing with unusual variations to normal customer enquiries
- f. when dealing with customer complaints
- g. when dealing with customer enquiries that contain aspects outside your immediate job responsibilities.

You also need to show that you have dealt with customers who:

- h. have different needs and expectations
- i. appear angry
- j. appear confused
- k. behave unconventionally

You will need to show in your evidence that you have worked within the rules, regulations and guidelines of your organisation and, where your knowledge of these is limited, you will need to show that you have gone to others for help or advice.

Your communication with customers may be face-to-face, in writing, by telephone, e-mail, internet or by any other method you would be expected to use within your job role.

You must prove that you communicate with customers effectively by providing evidence that you:

- l. use appropriate spoken or written language
- m. apply the rules and procedures suitable for the method of communication you have chosen.

Your evidence must show that you have applied the knowledge and understanding requirements when you are dealing with your customers.

(2) Methods of Assessment

Performance Evidence for this unit could include:

- Observation reports by your assessor recording how you create a positive impression with customers.
- Copies of your written communications with customers.

Supplementary evidence for this unit could include:

- Witness testimonies from your manager that provide evidence of how you have consistently been able to positively respond to a wide range of customers and their needs in a variety of context over a period of time.
- Witness testimony from customers on how you have created a positive impression of yourself and your organisation while serving them.
- Case histories and personal statements which show how you have created a positive impression with different customers in different circumstances.
- A professional discussion with your assessor using examples of how you have been able to effectively deal with difficult customers.

Knowledge and understanding evidence for this unit could include:

- Answers to questions given to you by your assessor.

(3) Context of Assessment

Your evidence should be collected when you are dealing with real customers, whether internal or external to the organisation:

- when carrying out a real job, whether paid or voluntary;
- in a realistic working environment;
- in a work placement
- Simulation is **not** allowed for any performance evidence within this unit.