

U00206

Maintain customer care

Unit Descriptor:

This unit describes the competence required to effectively maintain customer care.

The unit describes the essential abilities of:

- Responding to customer needs and feelings
- Communicating effectively
- Problem solving
- Working with organisational policies/limitations

ELEMENT**PERFORMANCE CRITERIA**

To be competent you must achieve the following:

- | | | | |
|----|-------------------------------|-----|---|
| 1. | Deal with customers | 1.1 | Customers are dealt with in a polite and helpful manner at all times. |
| | | 1.2 | Customers' needs and requirements are acted upon without delay. |
| | | 1.3 | Accurate information is given in answer to all customers' enquiries or customer is referred to the relevant alternative information source. |
| | | 1.4 | Information given is within scope of the individual's authority. |
| | | 1.5 | Customers' comments are politely acknowledged and passed on where necessary. |
| | | 1.6 | Unexpected situations are dealt with effectively and the appropriate person(s) are informed where necessary. |
| | | 1.7 | All work is carried out in an organised and efficient manner in accordance with organisational procedures. |
| 2. | Deal with customer complaints | 2.1 | Dissatisfied customers are acknowledged immediately and are attended without delay. |

- 2.2 Customers are dealt with in a polite and helpful manner and at all times.
 - 2.3 Nature of customer complaint is quickly identified and priorities are established.
 - 2.4 Customers are assured that **complaints** will receive immediate attention.
 - 2.5 Complaints which can be resolved within the individual's authority are dealt with immediately.
 - 2.6 Complaints which cannot be resolved within the individual's authority are referred to the appropriate person(s).
 - 2.7 Complaints are reported and dealt with in accordance with organisational procedures.
 - 2.8 Follow up action is taken in a timely manner and in accordance with organisational procedures.
 - 2.9 Unexpected situations are dealt with effectively and the appropriate person(s) informed where necessary.
 - 2.10 All work is carried out in an organised and efficient manner in accordance with organisational procedures.
3. Handle customer incidents
- 3.1 Nature of customer incident is quickly identified and priorities are established.
 - 3.2 **Customers** are dealt with in a polite and helpful manner at all times.
 - 3.3 Customers are assured that incident will receive immediate attention.
 - 3.4 **Customers' incidents** which can be resolved within the individual's authority are dealt with as soon as possible in a calm manner.
 - 3.5 Customers' incidents which cannot be resolved within the individual's authority are referred to the appropriate authority.

- 3.6 Customers' incidents are dealt with and reported in accordance with organisational and legal requirements.
- 3.7 Unexpected situations are dealt with effectively and the appropriate person(s) are informed where necessary.
- 3.8 All work is carried out in an organised and efficient manner in accordance with organisational procedures.

RANGE STATEMENT

You must cover the items below:

Element 1: Handle customers**A. Customers:** *(also applies to Elements 2 and 3)*

- (i) adults
- (ii) children
- (iii) persons with special needs
(e.g. visually impaired, hearing impaired, mobility impaired, persons with medical conditions, e.g. diabetic)

B. Unexpected situations:

- (i) customers complaints
- (ii) customer incidents

Element 2: Handle customer complaints**C. Complaints:**

- (i) unusual situations, e.g. weather
- (ii) service related incidents
- (iii) physical facilities

Element 3: Handle customer incidents**D. Customer incidents:**

- (i) spillage
- (ii) breakage
- (iii) lost property
- (iv) equipment faults
- (v) sudden illness/injury

E. Report format:

- (i) written
- (ii) oral

UNDERPINNING KNOWLEDGE AND SKILLS**Health and safety**

1. Why it is important to comply with health and safety regulations.
2. Where and from whom information on current health and safety regulations can be obtained.

Customer Care

3. Why it is important that information given to customers is accurate and disclosable.
4. Why customer comments should be reported to the appropriate person.
5. Why customer complaints should be dealt with without delay.
6. How to source relevant information to deal with customer enquiries.

Communication

7. When to seek assistance and when to use own initiative in meetings customer's needs.
8. What the formal and informal methods to satisfy customer needs within the resources available are and when it is appropriate to use them.
9. How to interpret customer feelings through body language, sensitive questioning and observation.
10. What customer complaints should be dealt with without delay.
11. Why it is important to establish priorities when dealing with customer complaints.

Customer Incidents

12. Why customer incidents should be dealt with without delay.
13. Why and to whom all customer incidents should be reported.

EVIDENCE GUIDE

(1) Critical Aspects of Evidence

You must provide evidence that shows you have met the performance criteria over a sufficient period of time for your assessor to consider that you are competent.

It is essential that competence be demonstrated in the following aspects:

- Totally through performance evidence in the form of observation **or** performance evidence in the form of observation to cover performance criteria 1, 2, 3, and a minimum of two (2) item from the range of A **and** supplementary evidence in the form of questioning and/or role-play and/or witness testimony to cover the rest of the performance criteria and range.
- Totally through performance evidence in the form of observation **or** performance evidence in the form of observation to cover performance criteria 1- 8 and a minimum of two (2) items from the range of A **and** supplementary evidence in the form of questioning and/or role-play and/or witness testimony to cover the performance criteria and range.
- Totally through performance evidence in the form of observation **or** performance evidence in the form of observation **and/or** supplementary evidence in the form of questioning and/or role-play and/or witness testimony to cover the rest of the performance criteria and range.
- Evidence to cover underpinning knowledge must be assessed using questioning which may be oral, written or using visual aids.
- Performance evidence should be demonstrated on at least two (2) occasions.

(2) Methods of Assessment

The following are examples of the types of evidence you could collect to prove your competence:

Examples of Performance Evidence

- Observation reports by your assessor of how you deal with customers.
- Observation reports by your assessors of how you deal with customer incidents.
- Copies of written communication to and from customers.

Examples of Supplementary Evidence

- Answers to oral or written questions from your assessors.
- Witness statements from customers, colleagues, line managers that provide evidence of how you deal with customers.
- Witness statements from customers, colleagues, line managers that provide evidence of how you dealt with customer complaints.
- Witness statements from customers, colleagues, line managers that provide evidence of how you deal with customer incidents.
- A personal statement describing how you deal with customers.
- A personal statement describing how you dealt with customer complaints.
- A personal statement describing how you dealt with customer incidents.

(3) Context of Assessment

Evidence for this unit may come from assessment on-the-job or in a realistic working environment.