

**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 procedures

**ELEMENT****PERFORMANCE CRITERIA**

*To be competent you must achieve the following:*

## 1. Dealing 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 of customer is referred to the relevant alternative information source.
- 1.4 Information given is within scopes 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 persons are informed where necessary.
- 1.7 All work is carried out in an organised and efficient manner in accordance with organisational procedures.

2. Dealing 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 organizational procedures.
  - 2.8 Follow up action is taken in a timely manner and in accordance with organizational 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 organized and efficient manner in accordance with organizational procedures.
3. Dealing with 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 are assured that incident will receive immediate attention.
- 3.5 Customers' incidents which can be resolved within the individual's authority are dealt with as soon as possible in a calm manner.
- 3.6 Customers' incidents which cannot be resolved within the individual's authority are referred to the appropriate authority.
- 3.7 Customers' incidents are dealt with and reported in accordance with organizational and legal requirements.
- 3.8 Unexpected situations are dealt with effectively and the appropriate person(s) are informed where necessary.
- 3.9 All work is carried out in an organized and efficient manner in accordance with organisational procedures.

**RANGE STATEMENT**

*You must cover the items below:*

**Element 1: Dealing with 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:** *(Also applies to Elements 2 and 3)*

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

**Element 2: Dealing with customer complaints****C. Complaints:** *(Also applies to Elements 2 and 3)*

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

**Element 3: Dealing with 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.

**Customer Incidents**

7. Why customer incidents should be dealt with without delay.
8. Why and to whom all customer incidents should be reported.

**Communication**

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

**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:

**Element 1: Dealing with customers**

Totally through performance evidence in the form of observation and/or products of work or performance evidence to cover performance criteria 1,2,3 and a minimum of:

- 2 items from the range of A (*also applies to element 2 and 3*)

**Element 2: Dealing with customer complaints**

Totally through performance evidence in the form of observation and/or by performance evidence to cover performance criteria 1 to 8 and a minimum of:

- Relevant items from the range of B

**Element 3: Dealing with customer incidents**

Totally through performance evidence in the form of observation and/or by performance evidence to cover performance criteria 1 to 6 and a minimum of:

- 2 items from the range of D

*The following applies to: Elements 1, 2 and 3*

By 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 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 for this unit.

**(2) Methods of Assessment**

**Performance Evidence** for this unit could include:

- Observation record by your assessor of you presenting progress reports to, and consulting with those to whom you report.
- Notes and minutes of relevant meetings.
- Papers you have produced.
- Your appraisal reports.
- Documented feedback from those to whom you report.

**Supplementary evidence** for this unit could include:

- Answers to written or oral questions from your assessors.
- Personal statements describing how you resolved disagreements with those to whom you report.
- Witness testimony from those to whom you report on how you enhanced their trust and support.

**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.