

U00206: Maintain customer care

Unit Descriptor:

This unit describes the competence required to maintain customer care.

The unit describes the essential abilities of:

- Responding to customer needs
- Communicating effectively
- Problem solving
- Operating within organizational procedures
- Meeting legal requirements

ELEMENT**PERFORMANCE CRITERIA**

To be competent you must achieve the following:

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| 1. | Handle 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 and/or information is sourced where necessary. |
| | | 1.4 | Information given is within scope of the individual's authority. |
| | | 1.5 | Customers' comments are politely acknowledged and passed on where appropriate. |
| | | 1.6 | Unexpected situations are dealt with effectively and the appropriate person(s) informed where necessary. |

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| | 1.7 | All work is carried out in an organised and efficient manner in accordance with organisational procedures. |
| 2. | Handle customer complaints | |
| | 2.1 | Dissatisfied customers are acknowledged immediately and are attended to without delay |
| | 2.2 | Customers are dealt with in a polite and helpful manner at all times. |
| | 2.3 | Nature of customer complaint is quickly identified and priorities are established. |
| | 2.4 | Guests 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. |
| | 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 incidents 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 organizational and legal requirements.
- 3.7 Unexpected situations are dealt with effectively and the appropriate person(s) informed where necessary.
- 3.8 All work is carried out in an organized and efficient manner in accordance with organizational procedures and legal requirements.

RANGE STATEMENT

You must cover the items below:

Element 1: Handling 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) customer complaints
- (ii) customer incidents

Element 2: Handling customer complaints

C. Complaints:

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

Element 3: Handling customer incidents

F. Customer Incidents:

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

G. 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 meeting 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 significant period of time for your assessor to consider that you are competent.

- Totally through performance evidence in the form of observation or
- By performance evidence in the form of observation to cover **performance criteria 1.2, 1.2, 1.3** and a minimum of **two (2)** items from range **A**
- By performance evidence in the form of observation to cover **performance criteria 2.1 – 2.8** and a minimum of **two (2)** items from range **A** and relevant items from range **C**
- By 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 evidence which may oral, written or using visual aids.

(2) Methods of Assessment

- Observation reports by assessors of how you:
 - o deal with customers,
 - o dealt with customer complaints
 - o deal with customer incidents.
- Copies of written communication to and from customers.
- Answers to oral or written questions from your assessor (these questions and answers may be recorded by your assessor).
- Witness statement from customers, colleagues, line managers that provide evidence of how you:
 - o maintain personal health and hygiene,
 - o dealt with customer complaints
 - o deal with customer incidents.

- A personal statement describing how you:
 - o maintain customer care
 - o dealt with customer complaints
 - o deal with customer incidents

(3) Context of Assessment

Assessment of performance requirements in this unit should be undertaken in an actual work environment. Simulation will only be accepted where specified.