

**U30801: Provide quality service to customer**

Unit Descriptor:

This unit deals the skills and knowledge required to identify and satisfy customer needs and expectations in a positive and professional manner.

ELEMENT	PERFORMANCE CRITERIA
<i>To be competent you must achieve the following:</i>	
1. Identify customer needs	1.1 Appropriate <b>interpersonal skills</b> are employed to ensure that customers' needs are accurately identified.  1.2 <b>Customer</b> requests are discussed in an articulate, easy to understand manner and all requests are responded to promptly and accurately.  1.3 <b>Customers'</b> needs are assessed for urgency so that priorities for service delivery can be identified.  1.4 <b>Customers</b> are provided with information about available options for meeting their needs and assisted in identifying their preferred option.  1.5 Enterprise products and services are promoted to meet the customer's request with policy and procedures.  1.6 Relevant documentation is completed in accordance with enterprise policies and procedures.  1.7 Personal limitations in addressing <b>customer</b> needs are identified and where appropriate, assistance is sought from designated persons.
2. Communicate with the customer	2.1 Communication is conducted with customers and colleagues in a polite, professional and friendly manner.

- 2.2 Language and tone appropriate to a given situation are used in both written and spoken communication.
  - 2.3 Appropriate non-verbal communication is used in all situations.
  - 2.4 Non-verbal communication of colleagues and customers are observed and taken into consideration in the communication process.
  - 2.5 Sensitivity is shown to cultural and social differences when communicating with others.
  - 2.6 Active listening and questioning are used to facilitate effective two-way communication.
  - 2.7 Identify potential and existing conflicts and seek solutions in conjunction with parties involved.
- 3. Establish a relationship with the customer
  - 3.1 Confirm customer identity and details with records if appropriate.
  - 3.2 Establish a rapport using active listening and empathy techniques.
- 4. Maintain personal presentation standards
  - 4.1 Appropriate dress, grooming and behaviour are observed in the workplace.
  - 4.2 **Personal presentation** takes account of work place environment and impact on different kinds of customer.
- 5. Deliver quality service to customers
  - 5.1 Prompt customer service is provided to meet identified needs in accordance with legislative and organisational requirements.
  - 5.2 Appropriate rapport is established with customers to enable high **quality service delivery**.

- 5.3 All reasonable needs and requests of customers are met within organizational guidelines and timeframes.
- 5.4 Service is provided to customers respectively and with sensitivity where cultural differences and special needs exist.
- 5.5 Customers' complaints are handled sensitively and courteously in accordance with organisational requirements.
- 5.6 Opportunities to enhance the **quality of service** and products are identified and taken whenever possible.

## RANGE STATEMENT

*You must cover the items below:*

### **A. Interpersonal skills (at least 3)**

- (i) using appropriate body language
- (ii) summarizing and paraphrasing to check understanding of customer's message
- (iii) providing an opportunity for the customer to confirm his/her request
- (iv) seeking feedback from the customer to confirm understanding of needs
- (v) questioning to clarify and confirm the customer's needs
- (vi) listening actively to what the customer is communicating

### **B. Customer (at least 2)**

- (i) user
- (ii) purchaser or beneficiary of service, product or process
- (iii) internal or external clients
- (iv) colleagues
- (v) visitors

### **C. Personal presentation (at least 3)**

- (i) personal appearance
- (ii) correct posture
- (iii) use appropriate language and tone
- (iv) demeanor
- (v) personality

**D. Delivery of quality service (at least 3)**

- (i) building rapport
- (ii) keeping promises
- (iii) keeping the customer informed
- (iv) doing it right the first time
- (v) owning the customer's request
- (vi) responding to the customer's request with operational efficiency

**UNDERPINNING KNOWLEDGE AND SKILLS**

1. The enterprise's business structure, products and services.
2. Strategies for excellent customer services.
3. The organisation's policies and procedures for customer service including handling customer complaints.
4. Customer feedback mechanisms.
5. Their special needs teamwork.
6. Enterprise policies, procedures and guidelines.
7. Enterprise culture and values.
8. Enterprise business goals and standards.
9. Business operations and processes.
10. Legislative requirements.
11. Access and use workplace information.
12. Utilize skills to identify customer needs.
13. Deal with customer enquiries or complaints (problem solving skills).
14. Relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities.
15. Articulate enterprise products and services.
16. Employ questioning and active listening skills to clarify information.
17. Apply customer service skills to satisfy customer requirements.
18. Apply customer service skills to achieve customer satisfaction.

## EVIDENCE GUIDE

### (1) Critical Aspect of Evidence

You must provide evidence that shows you have done this over a sufficient period of time for your assessor to consider that you are competent. You have to prove that you can meet all of the performance criteria on at least two (2) occasions. This evidence must come from working in Entertainment and Events Technology.

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

- demonstrate knowledge of enterprise products and service
- demonstrate knowledge of and adherence to enterprise standards, policies and procedures
- use of appropriate language, tone and phrases in dealing with customers and giving due consideration to special needs and cultural and social differences
- demonstrate clear and concise communication with the customer including use of active listening and questioning techniques
- referral of inquiry in a prompt and efficient manner
- provide various options to the customer when more than one option can satisfy customer need
- deliver service in accordance with enterprise policy and procedures
- projection of a professional image in representing the enterprise

### (2) Method of Assessment

Assessment methods must confirm consistency of performance over time and in a range of workplace relevant contexts.

Assessment should be by direct observation of tasks and/or samples of work and questioning on underpinning knowledge.

- direct observation
- oral questioning
- written test
- testimonials from clients
- evaluation of qualifications/portfolio/awards/resume/workplace documents
- authenticated assessments and/or assignments from relevant training courses
- supporting statement from present supervisor or previous employer

Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities and people who may have literacy or numeracy difficulties).

**(3) Context of Assessment**

Assessment may take place on the job, off the job or a combination of both of these. However, assessment of this unit would most effectively be undertaken on the job due to the specific workplace environment requirements. Off the job assessment must be undertaken in a closely simulated workplace environment.