ASTLRICS2-3 - SQA Unit Code DX9V 04
Develop customer relationships

Overview

This unit comes from the Customer Service National Occupational Standards and is used in the level 2 Customer Service N/SVQ. This unit is relevant to all Land Registration staff.

This unit is about developing customer relationships with both internal and external customers.

The unit deals with building customer confidence, meeting ongoing customer needs and expectations and developing the relationship between your customer and your organisation (or section). Communication with your customer may be written, verbal or in some other form.

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Performance criteria

You must be able to:

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P1 deal with your customers promptly
P2 communicate with your customers in a way that provides confidence an reassurance in their dealings with your organisation
P3 manage the time taken to deal with your customers in accordance with organisational guidelines
P4 reassure your customers that you are doing everything possible to keep the commitments made by your organisation

Meeting the ongoing needs and expectations of your customers

P5 operate within the limits of your own authority in attempting to meet your customers' and your organisation's needs
P6 recognise when there may be a conflict between the needs of your customers and your organisation
P7 take all reasonable actions to minimise the conflict between your customers' needs and the products and services offered by your organisation
P8 work effectively with others to resolve difficulties in meeting the needs of your customers and your organisation

Develop the relationship between your customers and your organisation

P9 give additional help and information to your customers in response to their questions and comments about the products or services your organisation provides
P10 discuss expectation with your customers and explain how these compare with the products and services you and your organisation provide
P11 advise others of feedback received from your customers
P12 identify new ways of helping your customers based on the feedback they have given you

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Knowledge and understanding

You need to know and understand:

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K1 what your customers' rights are and how these rights limit what you are able to do for your customer

K2 the specific aspects of - health and safety, data protection, equal opportunities, disability discrimination – legislation and regulations that affect the way the products and services you deal with can be delivered to your customers

K3 industrial, organisational and professional codes of practice and ethical standards that affect the way the products and services you deal with can be delivered to your customers

K4 any contractual agreements that your customers have with your organisation

K5 the products or services of your organisation relevant to your customer service role

K6 the guidelines laid down by your organisation that limit what you can do within your job

K7 the limits of your own authority and when you need to seek agreement with or permission from others

K8 any organisational targets relevant to your job, your role in meeting them and the implications for your organisation if those targets are not met

K9 how to communicate in a clear, polite, confident way and why this is important

K10 how your behaviour will affect the behaviour of your customer

K11 how to behave assertively and professionally in times of conflict

K12 how to diffuse potentially stressful situations

K13 the limitations of what you are able to offer your customer

K14 how your customers' needs and expectations may change as they deal with your organisation

K15 the implications to your organisation in terms of resources and cost when you meet your customers'' needs

K16 who you will need to negotiate with to find a solution

Additional Information

Scope/range

Build customer confidence in the level of service provision

1 developing customer relationships:
- 1.1 through your own individual efforts
- 1.2 by working with others

2 meeting the needs and expectations of your customer and your organisation by taking actions:
- 2.1 without being asked
- 2.2 at your customers' request

3 overcoming conflict between your customer and your organisation by:
- 3.1 making use of alternative products or services offered by your organisation
- 3.2 making an exception to the service you would normally offer

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Developed by	Asset Skills
Version number	1
Date approved	
Indicative review date	
Validity	Current
Status	Original
Originating organisation	ICS
Original URN	LRICS2-3
Relevant occupations	Professional Occupations; Construction, planning and the built env; Building and construction; Architects, Town Planners and Surveyors
Suite	Land Registration
Key words	developing customer relationships, communication, confidence