

SKAC32 (SQA Unit Code - F049 04)

Give customers a positive impression of yourself and your organisation



Overview

Excellent customer service is provided by people who are good with people. Your behaviour affects the impression that customers form of the service they are receiving. This unit is all about communicating with customers and giving a positive impression of yourself whenever you deal with a customer. By doing this you will also be giving a positive impression of your organisation and the customer service it provides.

The unit is divided into three parts. The first part describes the three things you have to do.

1. establish effective rapport with customers
2. respond appropriately to customers
3. communicate information to customers

The second part describes the knowledge and understanding you must have.

The third part gives some examples and explanations of some words we use in the unit.

The unit is intended staff who work with customers on a day-to-day basis.

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Performance criteria

You must be able to:

Establish effective rapport with customers

- P1 meet your organisation's standards of appearance and behaviour
- P2 greet your customers respectfully and in a friendly manner
- P3 communicate with your customers in a way that makes them feel valued and respected
- P4 identify and confirm your customer's expectations
- P5 treat your customers courteously and helpfully at all times
- P6 keep your customers informed and reassured
- P7 adapt your behaviour to respond effectively to different customer behaviour

You must be able to:

Respond appropriately to customers

- P8 respond appropriately to customers seeking assistance
- P9 select the most appropriate way of communicating with your customer
- P10 check with your customer that you have fully understood their expectations
- P11 respond promptly and positively to your customer's questions and comments
- P12 allow your customer time to consider your response and give further explanation when appropriate

You must be able to:

Communicate information to customers

- P13 quickly locate information that will help your customer
- P14 give your customers the information they need about the services or products offered by your organisation
- P15 recognise information that your customers might find complicated and check whether they fully understand
- P16 explain clearly to your customers any reasons why their needs or expectations cannot be met

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Knowledge and understanding

You need to know and understand:

For the whole unit

- K1 your organisation's standards for appearance and behaviour
- K2 your organisation's guidelines on how to recognise what your customer wants and respond appropriately
- K3 your organisation's rules and procedures regarding the methods of communication you use
- K4 how to recognise when a customer is angry and confused
- K5 your organisation's standards for timeliness in responding to customer questions and requests for information

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Additional Information

Glossary

Communicate

This could include by speaking or writing, or showing customers written information but also covers e.g. tone of voice, body language etc.

Customers

These could be external customers – individuals, groups or organisations for whom you provide a service – or they could be internal customers – other staff or departments in your organisation

Information

This could be spoken or written information

Links to other NOS

This unit links closely with all other units that involve you working with customers

This unit is the same as Unit 9 from the Institute of Customer Service NOS

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