

CFACSB1 (SQA Unit Code – FE1T 04)

Do your job in a customer friendly way



Overview

This Standard is part of the Customer Service Theme of Delivery. This Theme covers Customer Service behaviours and processes that have most effect on the customer experience during Customer Service delivery. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

The customer service your organisation gives is affected by the way you do your job. Whatever job you are doing, customers expect you to do it properly. They also expect you to consider their wishes and feelings while you are doing it. Doing your job properly involves following procedures and doing the tasks in your job correctly as well as having the appropriate relationship with customers. This Standard covers how you do your job with your customer in mind in a way that your organisation and supervisors find acceptable. It will help you to understand the parts of your job that are most important to good customer service.

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Performance criteria

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You must be able to:

- P1 make a good first impression
- P2 follow the dress code of your organisation and present the right personal image to your customers
- P3 do the tasks that make up your job correctly and in a way that shows you know what your customers expect and what your organisation offers
- P4 show consideration to customers when carrying out the tasks required in your job
- P5 respond willingly to routine requests and questions from customers and recognise when to pass a request on to an appropriate colleague
- P6 share information with customers about how delivery of the service or product is going
- P7 work flexibly to help individual customers without reducing the level of service you give to others
- P8 share information with colleagues when they need it to provide good customer service

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Knowledge and understanding

You need to know and understand:

- K1 your organisation's dress code
- K2 how to do the tasks that make up your job
- K3 how long parts of the job take to do and how this may affect your customers
- K4 how to do your own work in an organised way
- K5 what your customers expect of you and your work
- K6 the service offer that your organisation makes in your area of work and how that affects the way you do things
- K7 what you are allowed to do and not allowed to do for customers
- K8 how to do your job in a way that is healthy and safe for you, your customers and your colleagues

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SQA Evidence Requirements to Support this Unit

This Unit is designed to assess the skills and knowledge of candidates in the workplace. Candidate evidence should be generated under workplace conditions (**either paid or voluntary**) and evidence must be generated with different customers on different occasions over a sufficient period of time.

Observation should be the primary and preferred source of evidence of competent performance wherever possible. Observation of candidate performance will be supported by other methods of assessment which may include:

- ◆ witness testimony
- ◆ questioning
- ◆ candidate statement
- ◆ professional discussion
- ◆ product and photographic evidence,
- ◆ relevant active documentation, reports, presentations and
- ◆ other valid evidence which relates directly to learner performance under workplace conditions

A combination of performance and knowledge evidence is required to enable the assessor to confirm that the learner is competent.

Simulation should only be used in exceptional circumstances and it should only be for small parts of the Unit. Simulated assessments **must** be undertaken in a realistic working environment (RWE). A RWE is 'an environment which replicates the key characteristics in which the skill to be assessed is normally employed'. The RWE must provide conditions that are the same as the normal day-to-day working environment, with a similar range of demands, pressures and requirements for cost-effective working. Guidelines for using RWE can be found in the Assessment Strategy for Customer Service SVQs at link: <http://www.sqa.org.uk/sqa/16732.html>

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website www.sqa.org.uk

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Relevant occupations Customer Service Occupations

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Suite

Customer Service (2013)

Key words

follow procedures; relationships; friendly; delivery; impression; dress code; customer expectations; share information; service offer; customer service; communication; problem solving; behaviours; work with others; team working