

## Contribute to the provision of customer service

### WM67 - SQA Unit Code H2K0 04

#### What this standard is about

This standard is about creating and maintaining customer satisfaction and developing relationships through effective communication. It includes understanding business and customer confidentiality, the organisations image and the limits of own authority when dealing with customers.

#### Who this standard is for

This standard is relevant to drivers of goods vehicles and those in support roles who work both as individuals and in teams.

*This national occupational standard Unit SfL 12 belongs to Skills for Logistics – the Sector Skills Council for the UK's freight logistics industries*

You will be able to:

- 1) Take time, within operational constraints, to develop positive relationships with customers
- 2) ensure that your appearance and conduct are consistent with the organisation's image at all times
- 3) ensure that commitments made to customers are realistic, within the limits of your own authority and within operational constraints
- 4) communicate with the customer in a way that maintains effective working relationships and promotes confidence, goodwill and trust
- 5) ensure that your information is relevant, accurate, up to date and reflects organisational policy
- 6) demonstrate an ability to listen to the customers needs and provide sufficient information
- 7) promptly refer requests which are outside the limits of your authority to the relevant people
- 8) maintain business and customer confidentiality at all times
- 9) accurately establish the nature of the complaint
- 10) pass on accurately recorded complaints and report them to the relevant person/department in your organisation
- 11) demonstrate your organisation's procedures for failed deliveries

**You will know and understand:**

- a) the organisational approach to developing and maintaining effective relationships with customers
- b) what the organisation's image is, and why it is important to promote it positively
- c) the range and essential features of services available, and how these relate to customer requirements
- d) how operational constraints and the limits of your own authority impact on service provision
- e) the importance of effective communication and the implications of not communicating effectively
- f) the importance of fully understanding the customers needs
- g) why information must be relevant, accurate and up to date
- h) what to do when sufficient information to meet the customers needs is not immediately available
- i) the importance of maintaining business and customer confidentiality at all times
- j) why accurate and complete records are important, the possible consequences of incorrect records and who they should be passed to
- k) the importance of good customer relations, and the consequences of failing to develop and maintain good customer relations
- l) the organisational approach to providing service related information to customers
- m) the type of customer request that must be referred to others in the organisation
- n) the importance of keeping the customer informed of any action being taken
- o) the range of **customers** likely to be encountered, and the concept of an internal customer
- p) your organisation's complaints procedure and the consequences of not following procedures
- q) the importance of meeting scheduled deliveries and what action to take if you fail to meet the schedule