

CFACSA4 - SQA Unit Code H5A5 04

Give customers a positive impression of yourself and your organisation



Overview

This Standard is part of the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have most impact on the way your customer sees you and your organisation. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Excellent customer service is provided by people who are good with people. Your behaviour affects the impression that customers have of the service they are receiving. This Standard is about communicating with your customers and giving a positive impression whenever you deal with a customer. By doing this you create a positive impression of your organisation and the customer service it provides. All of us enjoy the experience of good customer service if we feel that the person serving us really wants to create the right impression, responds to us, and gives us good information. Every detail of your behaviour counts when dealing with a customer.

Performance criteria

Meet your organisation's standards of appearance and behaviour

You must be able to:

- P1 greet your customer respectfully and in a friendly manner
- P2 communicate with your customer in a way that makes them feel valued and respected
- P3 identify and confirm your customer's expectations
- P4 treat your customer courteously and helpfully
- P5 keep your customer informed and reassured
- P6 adapt your behaviour to respond to different customer behaviour

Respond appropriately to customers

You must be able to:

- P7 respond promptly to a customer seeking help
- P8 choose the most appropriate way to communicate with your customer
- P9 check with your customer that you have fully understood their expectations
- P10 respond promptly and positively to your customer's questions and comments
- P11 allow your customer time to consider your response and give further explanation when appropriate

Communicate information to customers

You must be able to:

- P12 quickly find information that will help your customer
- P13 give your customer information they need about the services or products offered by your organisation
- P14 recognise information that your customer might find complicated and check whether they fully understand
- P15 explain clearly to your customers any reasons why their expectations cannot be met

Knowledge and understanding

You need to know and understand:

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

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Originating organisation	Skills CFA
Original URN	CFACSA4
Relevant occupations	Customer Service Occupations; Agricultural Machinery Operator; Agricultural Technician; Tractor Driver; Supervisor; General Farm Worker; Farmer; Farm Worker; Arts, Media and Publishing; Librarians and Related Professionals; Crafts, creative arts and design; Quality and Customer Care Managers; Artistic and Literary Occupations; Customer Service Occupations; Paper and wood machine operatives; Sales and related occupations NEC; Other goods handling and storage occupations NEC; Ticketing Occupations; Admissions; Box Office; Visitor Services; Booking Office
Suite	Customer Service (2013); Agricultural Crop Production; Livestock Production; Cultural & Heritage Venue Operations; Wood Merchants; Ticketing
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