

NOS PSS SPO109 Provide support and information to customers

Unit PSS SPO109.2 Improve the customer relationship (SQA Unit Code-H7A4 04)

Performance Criteria

You must be able to

Improve the customer relationship

1. select and use the best method of communication to suit the customers' needs
2. take the initiative to contact customers to update them when things are not going to plan, or when further information is required
3. where necessary, explain sensitively and positively to customers why their needs and expectations cannot be met
4. identify alternative solutions for customers either within or outside the organisation
5. assess the costs and benefits of these solutions to the organisation and to the customers
6. negotiate and agree solutions with customers which satisfy them and are acceptable to own organisation
7. take action to satisfy the customers according to the agreed solution
8. recognise opportunities and take action to exceed the customer' expectations within limits of own authority
9. gain the help and support of others to exceed the customers' expectations

Knowledge and understanding

You need to know and understand

1. the legal responsibilities for maintaining own and others' health and safety in your workplace
2. the requirements placed upon the individual and the organisation by current legislation, directions and bye-laws related to the health and safety of customers, suppliers and other third parties
3. current industry guidance, relating to the health and safety of customers, suppliers and other third parties
4. own organisation's policies, procedures and working practices that relate to the health and safety of customers, suppliers and other third parties
5. the principle types of hazard and risk associated with ports
6. the precautions appropriate for minimising the risks associated with ports
7. how to wear, use and maintain personal protective equipment, relevant to port operations and to incidents and emergencies
8. how to locate, use and maintain the principle types of safety and incident response equipment in the port
9. the location of and how to operate alarm systems
10. procedures for contacting the emergency services
11. the location of the approved escape routes and assembly points
12. own responsibilities for reporting accidents and emergencies
13. the limits of own responsibilities when dealing with customers, suppliers and other third parties

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14. roles and responsibilities of others when dealing with customers, suppliers and other third parties
15. what customers' rights are and how these rights affect what is able to be done for the customer
16. the specific needs of: data protection, equal opportunities, disability discrimination, legislation and regulations, that affect the way the services can be delivered to customers
17. how to communicate in a clear, polite, confident way and why this is important
18. the implications of a change of structure, products or services for the organisation
19. the implications of other relevant port and organisations' activities on the organisation
20. the industry, organisational and professional codes of practice and ethical standards that affect the way the products or services can be delivered to customers
21. contractual agreements that the customers have with own organisation
22. the services of the organisation relevant to own customer service role
23. organisational targets relevant to own job, own role in meeting them and the implications for the organisation if those targets are not met
24. how to identify useful customer feedback and how to decide which feedback should be acted on
25. how to communicate feedback from customers to others
26. the resource implications in times of staff sickness and holiday periods and own responsibility at these times
27. the importance of having reliable and fast information for own customers and own organisation
28. the organisation's procedures and systems for delivering customer service
29. the organisation's procedures for emergency situations and own role within them
30. the organisation's major competitors
31. the effects of legislation on the performance of own organisation
32. how to make best use of the method of communication chosen for dealing with customers
33. how to negotiate effectively with customers
34. how to assess the costs and benefits to the customer and own organisation of any unusual agreement made
35. the importance of customer loyalty and/or improved internal customer relationships to the organisation
36. how to handle customer service problems
37. how the successful resolution of customer service problems contributes to customer loyalty with the external customer and improved working relationships with the internal customer
38. how to negotiate with and reassure customers while their problems are being solved

Additional Information

This standard is applicable to the improvement of customer relationships and links to the organisation, delivery and maintenance of reliable customer service, working with others to improve customer service and monitoring and solving customer service problems.

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The performance criteria, knowledge and understanding requirements are related to the individual's own organisation, job role and area of operations. This includes but is not limited to the individual's immediate place of work. It extends to areas, operations and persons that may be impacted upon by the individual's activity in the workplace.

The performance criteria, knowledge and understanding requirements are specific to the: regulations, industry and other guidance recognised by the individual's employer, employing organisation's objectives, policies, procedures, and working practices; that relate to the elements covered in this standard.

The performance criteria, knowledge and understanding requirements are specific to the individual's own level of authority and responsibility.

Ports and the activities which take place there vary. Employers and any other duty holders must comply with the legal duties imposed on them by health and safety legislation, including the Health and Safety at Work Act 1974. This will also involve careful and continuing risk assessments to enable duty holders to plan, implement, manage and review policies and procedures which address the risks associated with the conduct of their business. The statutory duty of the employee to take reasonable care for the health and safety of themselves and other persons who may be affected by their acts or omissions at work and to cooperate with the employer with regard to the employer's health and safety duties, are an essential part of this standard.