

CFACSA1 (SQA Unit Code – H9XG 04)

Maintain a positive and customer-friendly attitude



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.

Your attitude and the way you behave towards customers affects customer satisfaction. Simply following procedures may not be enough to provide good customer service. Customers like to deal with organisations whose staff show that they are willing and keen. Customers like to know that you and your colleagues want to help. You can show this by being friendly and positive and giving them your full personal attention.

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Performance criteria

Show the right attitude for customer service

You must be able to:

- P1 speak to customers clearly and put them at their ease
- P2 recognise how customers are feeling and establish a rapport with them
- P3 show customers that you are willing and enthusiastic at all times
- P4 recognise that each customer is different and treat them as individuals
- P5 show customers respect at all times and in all circumstances
- P6 show customers that you can be relied on
- P7 show colleagues respect at all times and in all circumstances
- P8 show colleagues that you can be relied on

Show appropriate and positive behaviours to customers

You must be able to:

- P9 recognise and respond when a customer wants or needs attention
- P10 greet customers politely and positively
- P11 focus on your customers and ignore distractions
- P12 react appropriately to situations that are important enough to interrupt your work with your customer
- P13 thank customers for the information they have given or for doing business with your organisation
- P14 help colleagues to provide good customer service

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Knowledge and understanding

You need to know and understand:

- K1 signs that a customer gives when seeking attention
- K2 what rapport is and what it looks, sounds and feels like
- K3 what is important enough to interrupt your work with a customer
- K4 positive and negative body language and facial expressions
- K5 that people are different and have different expectations for many reasons such as their age, culture and personality

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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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Suite

Customer Service (2013)

Key words

Attitude; behaviour; listening; customer satisfaction; friendly; positive; personal attention focus; work with others; communication; body language; culture; personality