

CFACSA2 (SQA Unit Code – H9XH 04)

Behave in a way that gives a good customer service impression



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.

This Standard is all about how your behaviour affects the way your customers see you. Some of your customers expect different things from the service you offer but there are basic acceptable standards of behaviour and attitudes that you need to achieve. Your managers and supervisors also expect you to meet those standards. When you create the right impression and show a positive attitude you reduce the risk of somebody being upset or dissatisfied with the way you deal with them. This Standard is appropriate for you if you have done jobs where you had limited contact with customers, you are experiencing customer service work for the first time or you are just starting your first job. If you have already successfully done full or part-time work dealing directly with customers, this may not be the right Standard for you and you should consider the Standard - "Maintain a positive and customer-friendly attitude".

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Performance criteria

Look and act the part

- You must be able to:*
- P1 dress for customer service work in the way your organisation expects
 - P2 show you are working hard and making efforts to impress customers
 - P3 be in the right place at the right time to give a good impression and deliver good customer service
 - P4 show good manners when dealing with your customers

Relate to your customers and colleagues effectively

- You must be able to:*
- P5 talk clearly to customers using words that they can understand
 - P6 talk to customers without using language that they would consider to be unsuitable
 - P7 show a willing and friendly attitude when dealing with your customers without being over-familiar.
 - P8 help and support colleagues to give good service to customers

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Knowledge and understanding

You need to know and understand:

- K1 how the way you dress affects the way that your customers react to the service you provide
- K2 why your customers may see particular types of dress as inappropriate and how your organisation expects you to dress
- K3 why it is important for customers to feel that you are working hard to give them an excellent service
- K4 why good timekeeping and making sure you are where you are expected to be is important to giving excellent customer service
- K5 what behaviour is considered by most customers to be “good manners” and what is considered to be “bad manners” or rudeness
- K6 what the most appropriate ways of communicating with your customers are e.g. face to face, by telephone, text, e-mail, in writing or other social media
- K7 what the benefits are of using your chosen communication methods
- K8 what customers and colleagues might consider to be unsuitable language and why it may offend people
- K9 why customers feel better about the service they receive if you show a willing and friendly attitude
- K10 how to behave so that you appear to be willing and friendly with customers without being over-familiar
- K11 what you can do to cooperate with colleagues in giving customer service and why that might be helpful

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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

Behaviour; impression formation; good customer service; problem solving; behaviours; customer service principles; customer service professional; work with others; customer service language; knowledge; understanding