

## 203 Maintain customer relations

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### Summary

Identify and deliver services to meet customer needs. Customers may be internal or external to the organisation.

You will apply the following skills:

- Interpersonal skills
- Questioning
- Listening
- Negotiating
- Managing time

### Performance Indicators

You will:

#### Identify customer needs and expectations

1. Build positive working relationships with customers
2. Identify and confirm customer needs and expectations
3. Agree timescales, quality standards or procedures to follow

#### Deliver services

4. Provide services to agreed timescales and quality standards
5. Check customer needs and expectations are met
6. Resolve or refer customer complaints in a professional manner and to a given timescale

### Knowledge

You will know:

1. What is meant by 'customer' and who your customers are
2. Why effective and efficient customer service is important
3. Why it is important to build positive working relationships with customers and how to do so
4. How to identify and confirm customer needs
5. The types of quality standards that are appropriate to your responsibilities
6. How to agree timescales and quality standards with customers and to meet these
7. The problems that customers may experience and who to report them to
8. The procedures you should follow to deal with customers' complaints and when you should use them
9. The response times you should meet when dealing with customer complaints, problems and general enquiries