
Overview

All personnel within an organisation have a responsibility for customer care. This standard covers how to act appropriately and communicate clearly and effectively with customers, who may be identified as the organisation, colleagues, other departments, suppliers, retail customers, supervisors or managers and will take account personal appearance, conduct or behaviour, organisation/colleague/product loyalty and maintaining confidentiality at all times. It includes understanding customer expectations, methods/types of manner of communication, informing colleagues of customer expectations/requirements, recognising/adapting to customer behaviour, taking/passing messages and supplying information with due regard for organisation procedure, confidentiality and the limits of own authority.

This standard also covers the preparation to meet customers' expectations by responding to a customer request for service, confirming a customer's expectations, availability of resources, timescale and acting within the limits of authority.

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Customer care in land-based engineering

Performance criteria

- You must be able to:*
- P1 project the appropriate level of professionalism, personal appearance, conduct and behaviour
 - P2 communicate with and respond to customers' behaviour and requests efficiently, helpfully and respectfully
 - P3 establish and confirm your understanding of the customer's expectations
 - P4 consider and explain the viability of customers' expectations and plan effective responses and or actions to meet or modify the expectation
 - P5 keep the customer informed using the appropriate method and level of communication
 - P6 communicate information regarding a customer's request to others observing clarity, accuracy and timeliness
 - P7 respect the customer's and corporate confidentiality
 - P8 provide customer advice and information within the limits of your own authority and knowledge

Knowledge and understanding

You need to know and understand:

- K1 the reasons why customer care is important and the components that contribute to customer satisfaction and dissatisfaction
- K2 how to promote a positive image of yourself, colleagues, the organisation and its products and services
- K3 methods of establishing customers' expectations, how to confirm your interpretation of them
- K4 how to confirm the viability of customer expectations and formulate suitable response or actions
- K5 how to communicate customer expectations to others and the importance of clarity, accuracy and timeliness
- K6 the importance of good communication skills, use of the appropriate method and level of communication and your organisation's communication procedures and standards
- K7 how to communicate with the customer politely, respectfully and effectively. this may include, written or verbal updating, taking and passing on messages, supplying information, confirmation of actions, being assertive or compliant
- K8 how to recognise and respond appropriately to customer's behaviour traits which may include anger, confusion, impatience, hostility, disability and complaints
- K9 the limits of your authority and responsibility when dealing with customers
- K10 the reasons why customer and corporate confidentiality must be respected

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