
Overview

What this standard is about

This standard is about creating and maintaining customer satisfaction and developing relationships through effective communication. It includes understanding business and customer confidentiality, the organisation's image and the limits of own authority when dealing with customers.

Who this standard is for

This standard is relevant to all operatives at every level in logistics operations. Operatives could, for example, be working in warehousing and storage, transport, or freight forwarding.

Performance criteria

- You must be able to:
- P1 take time, within operational constraints, to develop positive relationships with **customers**
 - P2 ensure that your appearance and conduct are consistent with the organisation's image at all times
 - P3 ensure that commitments made to **customers** are realistic, within the limits of your own authority and within operational constraints
 - P4 **communicate** with the **customer** in a way that maintains effective working relationships and promotes confidence, goodwill and trust
 - P5 ensure that the information you have in relation to the service you are providing is relevant, accurate, up to date and reflects organisational policy
 - P6 demonstrate an ability to listen to the **customer's** needs and provide them with sufficient information about the service you are providing
 - P7 promptly refer requests which are outside the limits of your authority to the relevant people in your organisation
 - P8 maintain business and **customer** confidentiality at all times
 - P9 accurately establish the nature of a complaint about the service you are providing
 - P10 deal with complaints that are within the limit of your authority
 - P11 demonstrate the procedures that take place in your organisation in the event of a failure to provide the agreed service to a **customer**

Knowledge and understanding

You need to know and understand:

- K1 the organisation's approach to developing and maintaining effective relationships with **customers**
- K2 what the organisation's image is, and why it is important to promote it positively
- K3 the range and features of services available, and how these relate to **customer** requirements
- K4 how operational constraints and the limits of your own authority impact on service provision
- K5 the importance of effective communication and the implications of not **communicating effectively**
- K6 the importance of fully understanding the **customer's** needs
- K7 why information must be relevant, accurate and up to date
- K8 what to do when sufficient information to meet the **customer's** needs is not available
- K9 the importance of maintaining organisational and **customer** confidentiality at all times
- K10 why accurate and complete records are important, who in your organisation they need to be shared with and the possible consequences of incorrect records
- K11 the importance of good **customer** relations, and the consequences of failing to develop and maintain good **customer** relations
- K12 the organisation's approach to providing service related information to **customers**
- K13 the type of **customer** request that must be referred to others in the organisation
- K14 the importance of keeping the **customer** informed of any action being taken
- K15 the range of **customers** likely to be encountered and the concept of external and internal **customers**
- K16 your organisation's complaints procedure and the consequences of not following these procedures
- K17 the importance of meeting agreed schedules for provision of a service the action to take if you fail to meet the schedule

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Contribute to the provision of customer services



Additional information

Glossary:

- 1 **Communicate/Communicate effectively:** verbal, electronic, written
- 2 **Customer(s):** Internal and external

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