

SfS 5 (SQA Unit Code - H4GW 04)

Give a positive image of yourself



Overview

This standard is about communicating with customers and giving a positive impression of yourself whenever you deal with a customer. By doing this you will also be giving a positive impression of your organisation and the customer service it provides.

This unit includes the following activities:

1. Establish effective rapport with customers
2. Respond appropriately to customers
3. Communicate information to customers

Target Group

This standard is for those whose work within customer service involves creating the right impression, responding to others and providing good information.

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Performance criteria

Establish effective rapport with customers

You must be able to:

- P1 meet your organisation's standards of appearance and behaviour
- P2 greet your customer respectfully and in a friendly manner
- P3 communicate with your customer in a way that makes them feel valued and respected
- P4 identify and confirm your customer's expectations
- P5 treat your customer courteously and helpfully at all times
- P6 keep your customer informed and reassured
- P7 adapt your behaviour to respond effectively to different customer behaviour

Respond appropriately to customers

You must be able to:

- P8 respond promptly to a customer seeking assistance
- P9 select the most appropriate way of communicating with your customer
- P10 check with your customer that you have fully understood their expectations
- P11 respond promptly and positively to your customers' questions and comments
- P12 allow your customer time to consider your response and give further explanation when appropriate

Communicate information to customers

You must be able to:

- P13 quickly locate information that will help your customer
- P14 give your customer the information they need about the services or products offered by your organisation
- P15 recognise information that your customer might find complicated and check whether they fully understand
- P16 explain clearly to your customer any reasons why their needs or expectations cannot be met

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Knowledge and understanding

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You need to know and understand:

- K1 your organisation's standards for appearance and behaviour
- K2 your organisation's guidelines for how to recognise what your customer wants and respond appropriately
- K3 your organisation's rules and procedures regarding the methods of communication you use
- K4 how to recognise when a customer is angry or confused
- K5 your organisation's standards for timeliness in responding to customer questions and requests for information

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