

# CFACSA4 - SQA Unit Code H53W 04

## Give customers a positive impression of yourself and your organisation



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### 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.

Excellent customer service is provided by people who are good with people. Your behaviour affects the impression that customers have of the service they are receiving. This Standard is about communicating with your customers and giving a positive impression whenever you deal with a customer. By doing this you create a positive impression of your organisation and the customer service it provides. All of us enjoy the experience of good customer service if we feel that the person serving us really wants to create the right impression, responds to us, and gives us good information. Every detail of your behaviour counts when dealing with a customer.

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**Performance  
criteria**

**Meet your organisation's standards of appearance and behaviour**

*You must be able to:*

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

**Respond appropriately to customers**

*You must be able to:*

- P7 respond promptly to a customer seeking help
- P8 choose the most appropriate way to communicate with your customer
- P9 check with your customer that you have fully understood their expectations
- P10 respond promptly and positively to your customer's questions and comments
- P11 allow your customer time to consider your response and give further explanation when appropriate

**Communicate information to customers**

*You must be able to:*

- P12 quickly find information that will help your customer
- P13 give your customer information they need about the services or products offered by your organisation
- P14 recognise information that your customer might find complicated and check whether they fully understand
- P15 explain clearly to your customers any reasons why their expectations cannot be met

**Knowledge and understanding**

*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 when dealing with customers
- 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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<b>Developed by</b>	Skills CFA
<b>Version number</b>	1
<b>Date approved</b>	January 2013
<b>Indicative review date</b>	January 2016
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Skills CFA
<b>Original URN</b>	CFACSA4
<b>Relevant occupations</b>	Customer Service Occupations; Agricultural Machinery Operator; Agricultural Technician; Tractor Driver; Supervisor; General Farm Worker; Farmer; Farm Worker; Arts, Media and Publishing; Librarians and Related Professionals; Crafts, creative arts and design; Quality and Customer Care Managers; Artistic and Literary Occupations; Customer Service Occupations; Paper and wood machine operatives; Sales and related occupations NEC; Other goods handling and storage occupations NEC; Ticketing Occupations; Admissions; Box Office; Visitor Services; Booking Office
<b>Suite</b>	Customer Service (2013); Agricultural Crop Production; Livestock Production; Cultural & Heritage Venue Operations; Wood Merchants; Ticketing
<b>Key words</b>	listening, hearing, speaking ,communicate, positive impression, behaviour, problem solving, behaviours, customer service principles, customer service professional, work with others, customer service language, knowledge, understanding; venue; Wood, timber, sales; merchants; Ticketing; Customer; Communicate; Box Office; Admissions; Visitor