



Overview

This standard is about the role of the contact centre agent in providing support to individual customers. Support could be provided by e-mail, online, phone, fax or post.

When a customer gets in touch with the customer contact centre, the quality of the support that you provide can improve customer satisfaction and increase customer loyalty, thus helping to increase future sales.

Direct contact with individual customers also provides opportunities for you to make sales, either by helping the customer to complete a purchase, or by encouraging the customer to buy additional products or services.

Such additional purchases need not be made only via the website. If your organisation operates through other channels, such as traditional stores, you need to take this into account when advising customers

**Performance
criteria**

- You must be able to:
- P1 respond to customers within the required timescales
 - P2 communicate with customers clearly, politely, and in ways that are consistent with the **brand values** of your organisation
 - P3 make sure you understand what the customer requires
 - P4 offer solutions that best meet the customer's needs from the solutions available
 - P5 inform the customer of any next steps and the timescale for these to occur, particularly when further actions need to be taken to resolve the customer's problem
 - P6 suggest additional products and services related to the customer's current purchase, when appropriate
 - P7 explain clearly to customers where and how they can make any additional purchases in which they have shown an interest
 - P8 help the customer to complete on-line purchases when required, doing so in a manner that is likely to encourage the customer to use the website again in future
 - P9 suggest to the customer alternative ways of buying products from your organisation, when appropriate

Knowledge and understanding

You need to know and understand:

- K1 the impact of multi-channel retailing within your organisation, including the importance of providing a 'seamless' service to your organisation's customers, irrespective of the customer journey undertaken
- K2 the ways in which you can expect to be contacted by customers who are shopping online
- K3 how to use information and communication technology to communicate with customers
- K4 the **brand values** of your organisation
- K5 how to communicate with customers in ways that are consistent with the **brand values** of your organisation, and why this is important
- K6 the responses and solutions you can offer in relation to typical customer queries
- K7 how to ask questions to help to clarify customer requirements
- K8 the help available to address customer queries that you cannot resolve
- K9 where to find up-to-date information about products and services sold by your organisation
- K10 how to recognise opportunities to suggest additional products and services to the customer
- K11 the options available to the customer for shopping with your organisation
- K12 how to locate products and complete purchases on the website

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Provide support to individual customers of a trading website



Additional Information

Glossary

Brand values – the core values and qualities that define your organisation's business from the customer's viewpoint

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