

## CCSCCS22 SQA Unit Code H8Y1 04

Assist customers, visitors or audiences in getting the best from their experience of a creative and cultural organisation



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### Overview

This unit is about helping to ensure that customers, visitors and audiences receive a high quality experience when coming into contact with any aspect of a cultural heritage organisation, through phone enquiries, personal visits and tours, meetings and events. This unit includes identifying different customer needs and responding appropriately. It is relevant to a range of job areas across a cultural heritage organisation for example, from visitor services through to fundraising or marketing. This unit is based derived from Creative & Cultural Skills' Cultural Venue Operations Standards CV1 Provide visitors with general assistance.

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#### Performance criteria

- You must be able to:*
- P1 prepare and anticipate the information about the organisation that customers, visitors or audiences may require
  - P2 ensure you remain up-to-date about developments in your organisation
  - P3 identify customers, audiences and visitors and assess their needs
  - P4 describe the services and products that your organisation offers or communicate details about the organisation according to customer needs
  - P5 build positive working relationships with customers, helping to identify their needs
  - P6 innovate and improve the services and products that are within your remit, according to customer, visitor or audience needs and feedback
  - P7 take into account the organisations customer care policies or procedures
  - P8 follow health and safety and security procedures, and communicate these procedures to customers
  - P9 respond to problems or complaints quickly and effectively
  - P10 obtain advice from your line manager or other staff where necessary
  - P11 identify and resolve repeated problems where possible
  - P12 encourage feedback from customers, visitors or audiences and share this feedback within the organisation
  - P13 ensure that your records relating to customer service comply with organisational procedures

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#### Knowledge and understanding

*You need to know and understand:*

- K1 the organisation's vision, services and products
- K2 how to research information about your organisation
- K3 who your customers, visitors and audiences are and what they want
- K4 the importance of communication skills to meet the needs of your customers
- K5 the benefits and opportunities of communicating with customers and visitors in different formats
- K6 health and safety and security procedures
- K7 the complaints procedure and other customer care policies
- K8 how to record customer, visitor or audience details
- K9 how to monitor the quality of products and services
- K10 how to collect, analyse and present customer feedback to inform products or services

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**Developed by** Creative and Cultural Skills

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**Status** Tailored

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**Originating organisation** Creative and Cultural Skills

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**Original URN** CV1

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**Relevant occupations** Business, Administration and Law; Crafts, creative arts and design; Administration; Business management; Functional Managers; Secretarial and Related Occupations; Sales and Customer Services Occupations; Conservation Associate Professionals

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**Suite** Cultural Heritage

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**Key words** customers, visitors, cultural heritage, tourism

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