

CFACSA3 (SQA Unit Code – H9XJ 04)

Communicate effectively with customers



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.

To provide good customer service you need to understand what your customers want and how they feel. This means that you need to share information with them and listen carefully to them. Your customers need to understand what you are telling them and what you must be able to do for them. Communication is an essential skill for delivering good customer service.

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Performance criteria

- You must be able to:*
- P1 listen actively to what customers are saying
 - P2 identify the most important things that customers are telling you
 - P3 respond appropriately to what customers are telling you
 - P4 check that you understand what customers are telling you and make sure it is really what they mean
 - P5 summarise information for customers
 - P6 explain in a way that is clear and does not cause offence when you cannot help a customer
 - P7 use an appropriate tone when communicating with your customers
 - P8 use appropriate body language when communicating with customers
 - P9 read your customers' body language to help you understand their feelings and wishes
 - P10 deal with customers in a respectful, helpful and professional way at all times
 - P11 help to give good customer service by passing messages to colleagues
 - P12 use appropriate styles when dealing with customers through different media

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Knowledge and understanding

You need to know and understand:

- K1 the difference between hearing and listening
- K2 how to listen actively
- K3 how to read both positive and negative body language
- K4 how to use body language effectively
- K5 how to use questions to check that you understand what customers are telling you
- K6 the difference between negative and positive language
- K7 how to summarise information
- K8 why it is important to speak clearly
- K9 why it is important to use words your customer will understand
- K10 how to communicate with customers who have language, dialect or accents that are different from yours
- K11 why the way you say things and your tone of voice affect the way your customer experiences your customer service
- K12 what information is helpful to pass on in messages to colleagues so that customers receive good service
- K13 the styles that are appropriate for communicating in the social media you are using and the customers you are dealing with

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SQA Evidence Requirements to Support this Unit

This Unit is designed to assess the skills and knowledge of candidates in the workplace. Candidate evidence should be generated under workplace conditions (**either paid or voluntary**) and evidence must be generated with different customers on different occasions over a sufficient period of time.

Observation should be the primary and preferred source of evidence of competent performance wherever possible. Observation of candidate performance will be supported by other methods of assessment which may include:

- ◆ witness testimony
- ◆ questioning
- ◆ candidate statement
- ◆ professional discussion
- ◆ product and photographic evidence,
- ◆ relevant active documentation, reports, presentations and
- ◆ other valid evidence which relates directly to learner performance under workplace conditions

A combination of performance and knowledge evidence is required to enable the assessor to confirm that the learner is competent.

Simulation should only be used in exceptional circumstances and it should only be for small parts of the Unit. Simulated assessments **must** be undertaken in a realistic working environment (RWE). A RWE is 'an environment which replicates the key characteristics in which the skill to be assessed is normally employed'. The RWE must provide conditions that are the same as the normal day-to-day working environment, with a similar range of demands, pressures and requirements for cost-effective working. Guidelines for using RWE can be found in the Assessment Strategy for Customer Service SVQs at link: <http://www.sqa.org.uk/sqa/16732.html>

SQA's Guide to Assessment is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website www.sqa.org.uk

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Originating organisation	Skills CFA
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Relevant occupations	Customer Service Occupations
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Suite

Customer Service (2013)

Key words

Communication; problem solving; behaviours; customer service principles; customer service professional; work with others; customer service language; service offer; knowledge; understanding problem solving; behaviours; customer service principles; customer