

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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Suite

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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