

CFACSA5 (SQA Unit Code – H9XL 04) Promote additional services or products to 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 customer

Services or products are continually changing in organisations to keep up with customers' expectations. By offering new or improved services or products your organisation can increase customer satisfaction. Many organisations must promote these to be able to survive in a competitive world. However, it is equally important for organisations that are not in competition with others to encourage their customers to try new services or products. This Standard is about your need to keep pace with new developments and to encourage your customers to take an interest in them. Customers expect more and more services or products to be offered to meet their own growing expectations. They need to be made aware of what is available from your organisation. Because of this everybody offering services or products needs to play a part in making customers aware of what is available. You should not choose this Standard if your role does not encourage you to suggest additional services or products to customers.

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Performance criteria

Identify additional services or products that are available

You must be able to:

- P1 update and develop your knowledge of your organisation's services or products
- P2 check with others when you are unsure about new service or product details
- P3 identify appropriate services or products that may interest your customer
- P4 spot opportunities for offering your customer additional services or products that will improve their customer experience

Inform customers about additional services or products

You must be able to:

- P5 choose the best time to inform your customer about additional services or products
- P6 choose the best method of communication to introduce your customer to additional services or products
- P7 give your customer accurate and sufficient information to enable them to make a decision about the additional services or products
- P8 give your customer time to ask questions about the additional services or products

Gain customer commitment to using additional services or products

You must be able to:

- P9 close the conversation if your customer shows no interest in additional services or products
- P10 give information to move the situation forward when your customer shows interest in additional services or products
- P11 secure customer agreement and check customer understanding of the delivery of additional services or products
- P12 take action to ensure prompt delivery of the additional services or products to your customer
- P13 refer your customer to others or to alternative sources of information if the additional services or products are not your responsibility.

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Knowledge and understanding

You need to know and understand:

- K1 your organisation's procedures and systems for encouraging the use of additional services or products
- K2 how additional services or products will benefit your customers
- K3 how your customer's use of additional services or products will benefit your organisation
- K4 the main factors that influence customers to use your services or products
- K5 how to introduce additional services or products to customers by outlining their benefits and overcoming reservations
- K6 how to give appropriate, balanced information to customers about services or products
- K7 the importance of the influence of others when you are promoting additional services or products to customers

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