CFACSA10 (SQA Unit Code – H9XR 04)

Deal with customers face to face

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 the 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.

This Standard is all about the skills you need to deal with your customer in person and face to face. When you are working with a customer in this way, good feelings about the way you look and behave can improve how your customer feels about the transaction and give them greater satisfaction. Whilst verbal communication is important, your focus on your customer and the relationship that is formed also depends on the non-verbal communication that takes place between you. You have many opportunities to impress your customer and your behaviour in this situation can make all the difference to customer behaviour and the satisfaction that they feel.

CFACSA10 (SQA Unit Code – H9XR 04)

Deal with customers face to face

Performance criteria

Communicate effectively with your customer

You must be able to:

P1 plan a conversation with your customer that has structure and clear direction

P2 hold a conversation with your customer that establishes rapport

P3 focus on your customer and listen carefully to ensure that you collect all possible information you need from the conversation

P4 explain your services or products and your organisation's service offer to your customer clearly and concisely

P5 adapt your communication to meet the individual needs of your customer

P6 anticipate your customer's requests and needs for information

P7 balance conflicting demands for your attention whilst maintaining rapport with your current customer

P8 calm down the situation when one customer is adversely affecting the customer service enjoyed by other customers

Build rapport with your customer through body language

You must be able to:

P9 present a professional and respectful image when dealing with your customer

P10 show an awareness of your customer's needs for personal space

P11 focus attention on your customer so that non-verbal signs do not indicate disinterest, boredom or irritation

P12 ensure that your customer focus is not interrupted by colleagues

P13 observe all customers and the total customer service situation whilst maintaining rapport with your customer

P14 observe your customer to read non-verbal clues about their wishes and expectations

CFACSA10 (SQA Unit Code – H9XR 04)

Deal with customers face to face

Knowledge and understanding

You need to know and understand:

K1 the importance of speaking clearly and slowly when dealing with a customer face to face

K2 the importance of taking the time to listen carefully to what your customer is saying

K3 your organisation's procedures that impact on the way you are able to deal with your customers face to face

K4 the features and benefits of your organisation's services or products

K5 your organisation's service offer and how it affects the way you deal with customers face to face

K6 the principles of body language that enable you to interpret customer feelings without verbal communication

K7 the differences between behaving assertively, aggressively and passively

K8 why the expectations and behaviour of individual customers will demand different responses to create rapport and achieve customer satisfaction

K9 the agreed and recognised signs in customer behaviour in your organisation that indicate that your customer expects a particular action by you.

CFACSA10 (SQA Unit Code – H9XR 04)
Deal with customers face to face

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

CFACSA10 (SQA Unit Code – H9XR 04)

Deal with customers face to face

Developed by	Skills CFA
Version number	2
Date approved	January 2013
Indicative review date	January 2016
Validity	Current
Status	Original
Originating organisation	Skills CFA
Original URN	CFACSA10
Relevant occupations	Customer Service Occupations

CFACSA10 (SQA Unit Code – H9XR 04)

Deal with customers face to face

Suite	Customer Service (2013)
Key words	face to face; satisfaction; relationships; impression formation; customer service; communication; problem solving; behaviours; work with others; team working