

## CFACSA10 (SQA Unit Code – H9XR 04)

### Deal with customers face to face



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#### 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.

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### 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

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#### 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.

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### **Suite**

Customer Service (2013)

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### **Key words**

face to face; satisfaction; relationships; impression formation;  
customer service; communication; problem solving;  
behaviours; work with others; team working