

## CFACSB6 (SQA Unit Code – H9Y1 04)

### Use questioning techniques when delivering customer service



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#### Overview

This Standard is part of the Customer Service Theme of Delivery. This Theme covers Customer Service behaviours and processes that have most effect on the customer experience during Customer Service delivery. 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 about how you use questioning both in planned sequences and in spontaneous conversation to paint a picture of what your customer wants and how your organisation can deliver it. This Standard is for you if you come into contact with your customer face to face, by voice technology or on-line with immediate interaction. This Standard is probably not for you if you deal with customers remotely when it takes time to exchange questions and responses.

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#### Performance criteria

#### Establish rapport and identify customer concerns

*You must be able to:*

- P1 greet your customer sincerely and invite a full and open response
- P2 use planned or spontaneous lines to indicate to your customer that you empathise with their initial enquiry
- P3 invite more detailed explanation from your customer
- P4 listen closely to your customer's responses to strengthen your understanding of their concerns
- P5 use both open and closed questions to make appropriate connection with your customer and open the door to more detailed investigation
- P6 identify and note your customer's feelings and mood in relation to the information you are seeking

#### Seek detailed information from customers using questioning techniques

*You must be able to:*

- P7 follow a planned trail of questions to explore in detail customer concerns you have already identified
- P8 hold a spontaneous conversation with your customer to explore in detail customer concerns you have already identified
- P9 explain to your customer why you need the information you are asking for
- P10 use probing and searching questions that draw on comments or words used by your customer
- P11 thank your customer for the information in a way that encourages further open responses
- P12 follow organisational procedures to record your customer responses to inform future actions

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#### Knowledge and understanding

*You need to know and understand:*

- K1 why establishing rapport makes it easier to draw information from customers
- K2 ways to greet customers that immediately build rapport
- K3 reasons for using planned question patterns to draw out particular information
- K4 reasons for using spontaneous conversation to draw out particular information
- K5 the importance of active listening when seeking detailed information from customers
- K6 the differences between and uses of closed and open questions
- K7 the importance of explaining to customers why information is needed
- K8 why particular trigger questions are effective in gaining specific information
- K9 how to question and respond effectively using a chosen channel of communication or social media platform

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**Suite**

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**Key words**

Questioning; delivery; conversation; rapport; closed questions; open questions; customer service; communication; problem solving; behaviours; work with others; teamwork