

ASTPSSF3 SQA Unit Code (HA6D 04)

Give customers a positive impression of yourself and your organisation



Overview

This unit sits within 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.

Excellent customer service is provided by people who are good with people. Your behaviour affects the impression that customers form of the service they are receiving.

This Unit is all about communicating with customers and giving a positive impression of yourself whenever you deal with a customer. By doing this you will also be giving a positive impression of your organisation and the customer service it provides.

All of us enjoy the experience of good customer service if we feel that the person serving us really wants to create the right impression, respond to us and give us good information. Every detail of your behaviour when dealing with a customer counts.

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Performance criteria

Establish effective rapport with customers

You must be able to:

- P1 meet your organisation's standards of appearance and behaviour
- P2 greet your customer respectfully and in a friendly manner
- P3 communicate with your customer in a way that makes them feel valued and respected
- P4 identify and confirm your customer's expectations
- P5 treat your customer courteously and helpfully at all times
- P6 keep your customer informed and reassured
- P7 adapt your behaviour to respond effectively to different customer behaviour

Respond appropriately to customers

You must be able to:

- P8 respond promptly to a customer seeking assistance
- P9 select the most appropriate way of communicating with your customer
- P10 check with your customer that you have fully understood their expectations
- P11 respond promptly and positively to your customer's questions and comments
- P12 allow your customer time to consider your response and give further explanation when appropriate

Communicate information to customers

You must be able to:

- P13 quickly locate information that will help your customer
- P14 give your customer the information they need about the services or products offered by your organisation
- P15 recognise information that your customer might find complicated and check whether they fully understand
- P16 explain clearly to your customers any reasons why their needs or expectations cannot be met

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Knowledge and understanding

You need to know and understand:

- K1 your organisation's standards for appearance and behaviour
- K2 your organisation's guidelines for how to recognise what your customer wants and respond appropriately
- K3 your organisation's rules and procedures regarding the methods of communication you use
- K4 how to recognise when a customer is angry or confused
- K5 your organisation's standards for timeliness in responding to customer questions and requests for information

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Additional Information

Glossary

1. meet and greet customers
2. communicate with customers
3. adapt behaviour for customers
4. identify customer expectations
5. give information to customers
6. check customer understanding
7. respond appropriately to customers
8. locate information for customers
9. explain problems of delivery to customers

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Developed by	Asset Skills
Version number	1
Date approved	October 2009
Indicative review date	October 2011
Validity	Current
Status	Imported
Originating organisation	ICS
Original URN	ICS9
Relevant occupations	Business, Administration and Law; Administration; Sales and Customer Services Occupations; Customer Service Occupations
Suite	Supporting Public Services (PSSF)
Key words	Impression, Image, Behaviours, Processes, Customer, Organisation, Service, Communicating