

## Maintain customer care

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### Overview

This standard is about providing a good level of service to your customers and helping to deal with any problems they may have.

When you have completed this standard you will have demonstrated your understanding of and your ability to:

- Maintain customer care

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## Performance criteria

You must be able to:

### **Deal with customers**

1. Follow your organisation's procedures for dress and appearance
2. Establish and maintain a professional and polite relationship with the customer
3. Maintain focus on the customer and their needs
4. Deal with customer requests according to your organisation's service procedures
5. Deal with any additional needs customers may have
6. Give the customer the information customers need without giving them any confidential information
7. Provide the service correctly and check that the customer is satisfied or if you may help them in any other way

### **Deal with customers' problems**

8. Recognise when something is a problem from the customer's point of view
9. Acknowledge the customer's problem and apologise for any inconvenience
10. Reassure them that it will be dealt with by the appropriate person
11. Deal with the customer's problem quickly and calmly, following the correct organisational procedures
12. Report to an appropriate member of staff for help if you cannot deal with the problem yourself
13. Let the guest know what is happening
14. Ensure the problem has been dealt with

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## Knowledge and understanding

You need to know and understand:

### **For the whole unit**

1. Your organisation's procedures for customer care and how to put these into practice
2. The importance of good customer care to you and your organisation
3. The importance of brand /organisational values and guidelines and how to represent them

### **Deal with customers**

4. Your organisation's procedures for dress and appearance and why these are important
5. How to make a good first impression to the customer and why this is important
6. Why it is important to maintain your focus on the customer and their needs
7. How to help your customer feel welcome and at ease
8. Routine and special requests that customers may have and how to deal with these
9. The types of questions that customers may have and how to answer these
10. The types of information you should not give to customers
11. How to behave with customers when you are providing a service
12. Why it is important to find out if you can assist the customer further
13. How to be polite and helpful to customers and behave in a way that makes them feel valued

### **Deal with customers' problems**

14. Why it is important to see the problem from the customer's point of view, acknowledge the problem and apologise to the customer
15. The types of problems that customers may have and how to deal with these yourself
16. The types of customer problems that you should pass on to another member of staff and who this should be
17. Situations where it is important to explain to the customer what has caused their problem
18. Why it is important to let the customer know what is happening to solve their problem
19. Why it is important to make sure the customer is satisfied with what you have done
20. How reporting customer problems can help to improve customer care in the future

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**Scope/range**

**1 Customers**

- 1.1 with routine needs
- 1.2 with non-routine needs

**2 Problems**

- 2.1 with service
- 2.2 communication
- 2.3 incidents and accidents

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