

Deal with customers across a cultural divide

Overview

Customer service is frequently delivered across a cultural divide. In a multi-cultural society many customers may have different beliefs and customs. This cultural divide can present a real challenge to those who deliver customer service. This standard is about preparing to deliver customer service across a cultural divide and seeing through that delivery.

You should choose this standard if you frequently deal across a cultural divide. Remember, customers can be both external and internal to your organisation.

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

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Performance criteria

You must be able to:

Prepare to deal with customers with different cultures

1. Identify the culture or cultures other than your own that you are most likely to come across when dealing with customer
2. Identify the typical dietary requirements, customs and beliefs of cultures you are likely to deal with
3. Identify products and/or services which are suitable or can be adapted to suit customers from different cultures

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4. Adapt speech, tone and body language to suit customers from different cultures
5. Deal with requests from customers from different cultures within limits of own authority and seek help from the appropriate person if necessary

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Knowledge and understanding

You need to know and understand:

1. The cultures that you are most likely to encounter among groups of your customers
2. The dietary requirements, customs and beliefs of the cultures you are most likely to encounter
3. Why customers might make special requests and how to deal with these
4. How to adapt products or services to meet the needs of customers from different cultures
5. The types of requests and typical information customers may need due to cultural requirements
6. How to treat customers with respect for their customs and beliefs
7. How to adapt speech, tone and body language when dealing with customers from different cultures
8. The limitations of your own authority when dealing with customers from different cultures and who to go to for help

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Originating Organisation	People 1st
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Relevant Occupations	Receptionist; Team Member; Waiter/Waitress; Bar Staff; Housekeeper; Room Attendant (housekeeping); Chamber Maid
Suite	Hospitality - Generics
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