

Deal with communications as part of the reception function

Overview

This standard is about dealing with incoming and outgoing communications and deciding on the most appropriate method to use with customers. It is for anyone that works as part of the reception team who has to directly communicate with customers. The way in which they now communicate with organisations is varied and can range from a letter to interaction through social media.

When you have completed this standard you will be able to demonstrate your understanding of and ability to:

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Performance criteria

You must be able to:

Deal with incoming communications

1. Deal with communications promptly, politely and in line with your organisation's style and procedures
2. Identify the person, find out what their needs are and deal with these correctly
3. Answer enquiries accurately without giving any confidential information
4. Record clear and accurate messages and pass them on as requested
5. Deal with any problems correctly

Deal with outgoing communications

6. Choose the best method of communicating with the person concerned in a prompt and polite way
7. Use your organisation's agreed style of communication
8. Communicate in a way that gives a positive impression of yourself and your organisation
9. Identify yourself and explain the reason why you are making contact
10. Give only non-confidential and relevant information to the person you have contacted
11. Leave clear and accurate messages where needed
12. Deal with any problems correctly

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Knowledge and understanding

You need to know and understand:

For the whole unit

1. The range of methods you can use to communicate with other organisations and people
2. How to use the communications equipment in your organisation
3. Your organisation's style when communicating with other organisations and people
4. Why it is important to deal with everyone you communicate with politely and helpfully
5. The type of unexpected situations and problems that may occur when communicating with others, and how to deal with these
6. Why it is important to give only accurate and non- confidential information
7. Why it is important to choose the most appropriate method of communication

Deal with incoming communications

8. Your organisation's standards for answering incoming communications, digital and non digital, and why these are important
9. Why it is important to identify people who make enquiries and establish their needs
10. Why it is important to relay messages promptly to those concerned, and the procedures that you should follow

Deal with outgoing communications

11. Why it is important to identify yourself and explain the purpose of making contact
12. Why it is important to give only accurate and non-confidential information
13. Why it is important to communicate clearly, using a tone and pace which can be easily understood both verbally and non verbally
14. How to communicate both orally and in writing, in a way that gives a positive impression of you and your organisation

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Scope/range

1. Methods of communication

- 1.1 by telephone
- 1.2 by letter or fax
- 1.3 digital / online
- 1.4 face to face

2. Enquiries

- 2.1 those you can deal with yourself
- 2.2 those that need to be passed / transferred to another person / department

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Glossary

Communicating in a way that gives a positive impression

For example, by speaking clearly, avoiding jargon and slang, by avoiding spelling mistakes and simple grammatical errors

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