

Unit DR72 04 (1GEN3) Maintain customer care

This Unit has the following elements:

Element 1 (1GEN3.1) Deal with customers
Element 2 (1GEN3.2) Deal with customers' problems

Candidate Name:

Assessment Centre:

I have completed the requirements of this Unit.

Candidate signature: _____ **Date:** _____

I can confirm the candidate has completed all requirements of this Unit.

Assessor signature: _____ **Date:** _____

Assessor counter signature:
(where applicable) _____ **Date:** _____

IV signature: _____ **Date:** _____

IV counter signature:
(where applicable) _____ **Date:** _____

Unit DR72 04 (1GEN3)

Maintain customer care

Unit Summary

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

The typical day-to-day activities you might carry out for this Unit include:

- ◆ meeting and greeting customers
- ◆ finding out what customers need and providing a service
- ◆ dealing with special requests
- ◆ recognising when customers have problems
- ◆ working to solve a customer's problems as quickly as possible
- ◆ always checking that the customer is satisfied with what you have done

What some of the words in this Unit mean	
Communication problems	you not understanding what the customer asked for or the customer not understanding something that you said
Confidential information	information that you should not give to the customer
Customer	someone that you are providing a service to
Incidents and accidents	for example, spillages and breakages, injuries and illnesses
Organisation	the place where you work
Problems with service	for example, things taking too long, customer not receiving what they asked for, standards not what they expected, items of equipment not working
Special needs	for example, disability, not speaking the same language, special dietary needs

Unit DR72 04 (1GEN3)

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Element 1 (1GEN3.1)

Deal with customers

What you must do (circled numbers must be observed)		Assessor initials/date
Evidence for the remaining points may be assessed through questioning or witness testimony		
①	Follow your organisation’s standards for dress and appearance	
②	Establish and maintain a friendly and polite relationship with the customer	
③	Help your customer to feel important to you and your organisation	
④	Deal with customer requests according to your organisation’s service standards	
5	Anticipate and deal with any additional needs they may have	
⑥	Give the customer the information they need without giving them any confidential information	
⑦	Provide the service correctly and check that the customer is satisfied	
⑧	Find out you can help the customer in any other way	
⑨	Thank the customer when you have finished and give them a pleasant parting comment	

What you must cover (minimum requirement for observation in italic and bold)	Activity/Evidence (insert tick or supplementary reference)					
	1	2	3	4	5	6
Evidence for the remaining points may be assessed through questioning or witness testimony						
<i>Customers, at least one required from the following:</i>						
customers with routine needs						
customers with non-routine needs						

Unit DR72 04 (1GEN3)**Maintain customer care****Element 1 (1GEN3.1)****Deal with customers**

Candidate name:		Assessor initials/date
No	Activity	
1		
2		
3		
4		
5		
6		

Unit DR72 04 (1GEN3)

Maintain customer care

Element 2 (1GEN3.2)

Deal with customers' problems

What you must do (circled numbers must be observed)		Assessor initials/date
①	Recognise when something is a problem from the customer's point of view	
②	Show concern for the customer's problem and apologise for any inconvenience	
③	Reassure them that it will be dealt with quickly	
④	If appropriate, explain what has caused the problem	
⑤	Deal with the customer's problem quickly and calmly, following the correct procedures	
⑥	If you cannot deal with the problem yourself, ask an appropriate member of staff for help	
⑦	Let the customer know what is happening	
⑧	Make sure the customer is satisfied with the way you have dealt with their problem	
⑨	Report customer problems to the appropriate member of staff when this will help to improve customer care	

What you must cover (minimum requirement for observation in italic and bold)	Activity/Evidence (insert tick or supplementary reference)					
	1	2	3	4	5	6
Evidence for the remaining points may be assessed through questioning or witness testimony						
<i>Problems, at least none required from the following:</i>						
problems with service						
communication problems						
incidents and accidents						
<i>Customers, at least none required from the following:</i>						
customers with routine needs						
customers with non-routine needs						

Unit DR72 04 (1GEN3)**Maintain customer care****Element 2 (1GEN3.2)****Deal with customers' problems**

Candidate name:		Assessor initials/date
No	Activity	
1		
2		
3		
4		
5		
6		

Unit DR72 04 (1GEN3)**Maintain customer care**

What you must know for the Unit	
For the whole Unit	
K1	Your organisation's standards for customer care and how to put these into practice
K2	The importance of customers and good customer care for you and your organisation
Element 1 (1GEN3.1) Deal with customers	
K3	Your organisation's standards for dress and appearance and why these are important
K4	How to make a good first impression on the customer and why this is important
K5	How to help your customer feel welcome and at ease
K6	Routine and special requests that customers may have and how to deal with these
K7	The types of questions that customers may have and how to answer these
K8	The types of information you should not give to customers
K9	How to show consideration to customers when you are providing a service
K10	Why it is important to find out if you can help the customer in other ways
K11	How to be polite and helpful to customers and behave in a way that makes them feel valued
K12	The types of special needs that your customers may have and how to deal with these
Element 2 (1GEN3.2) Deal with customers' problems	
K13	Why it is important to see the problem from the customer's point of view
K14	Why it is important to show concern and apologise
K15	The types of problems that customers may have and how to deal with these yourself
K16	The types of customer problems that you should pass on to another member of staff and who this should be
K17	Situations where it is important to explain to the customer what has caused their problem
K18	Why it is important to let the customer know what is happening to solve their problem
K19	Why it is important to make sure the customer is satisfied with what you have done
K20	How reporting customer problems can help to improve customer care in the future

<p>Knowledge evidence retained</p>

Assessor signature: _____

Date: _____

Unit DR72 04 (1GEN3)**Maintain customer care**

Candidate name:		Assessor initials/date
Ref	Supplementary evidence	
A		
B		
C		
D		
E		
F		
G		
H		

Assessor Feedback