

## **F940 04 (CFACSA4) Give Customers a Positive Impression of Yourself and Your Organisation**

This Unit has the following Elements:

- A4.1 Establish rapport with customers
- A4.2 Respond appropriately to customers
- A4.3 Communicate information to customers

### **Unit Summary**

This Unit is part of 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. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

Excellent customer service is provided by people who are good with people. Your behaviour affects the impression that customers have of the service they are receiving. This Unit is about communicating with your customers and giving a positive impression whenever you deal with a customer. By doing this you create 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, responds to us and gives us good information. Every detail of your behaviour counts when dealing with a customer.

## **F940 04 (CFACSA4) Give Customers a Positive Impression of Yourself and Your Organisation**

### **A4.1 Establish rapport with customers**

#### **Performance Criteria**

*You must consistently:*

- A4.1.1 Meet your organisation's standards of appearance and behaviour.
- A4.1.2 Greet your customer respectfully and in a friendly manner.
- A4.1.3 Communicate with your customer in a way that makes them feel valued and respected.
- A4.1.4 Identify and confirm your customer's expectations.
- A4.1.5 Treat your customer courteously and helpfully at all times.
- A4.1.6 Keep your customer informed and re-assured.
- A4.1.7 Adapt your behaviour to respond to different customer behaviour.

### **A4.2 Respond appropriately to customers**

#### **Performance Criteria**

*You must consistently:*

- A4.2.1 Respond promptly to a customer seeking help.
- A4.2.2 Choose the most appropriate way to communicate with your customer.
- A4.2.3 Check with your customer that you have fully understood their expectations.
- A4.2.4 Respond promptly and positively to your customer's questions and comments.
- A4.2.5 Allow your customer time to consider your response and give further explanation when appropriate.

### **A4.3 Communicate information to customers**

#### **Performance Criteria**

*You must consistently:*

- A4.3.1 Quickly find information that will help your customer.
- A4.3.2 Give your customer information they need about the services or products offered by your organisation.
- A4.3.3 Recognise information that your customer might find complicated and check whether they fully understand.
- A4.3.4 Explain clearly to your customers any reasons why their expectations cannot be met.

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### **Knowledge and Understanding for the whole Unit**

*To be competent at giving customers a positive impression of yourself and your organisation you must know and understand:*

- A4a Your organisation's standards for appearance and behaviour.
- A4b Your organisation's guidelines for how to recognise what your customer wants and respond appropriately.
- A4c Your organisation's rules and procedures regarding the methods of communication you use.
- A4d How to recognise when a customer is angry or confused.
- A4e Your organisation's standards for timeliness in responding to customer questions and requests for information.

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### **Evidence Requirements**

- 1 Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this Unit. *(Guidelines for a Realistic Working Environment can be found in the Assessment Strategy for Customer Service at S/NVQ Levels 1, 2, 3 and 4 — July 2010)*
- 2 You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
- 3 You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.
- 4 Your communication with customers may be face to face, in writing, by telephone, text message, e-mail, internet (including social networking), intranet or by any other method you would be expected to use within your job role.
- 5 You must provide evidence of creating a positive impression with customers:
  - a during routine delivery of customer service
  - b during a busy time in your job
  - c during a quiet time in your job
  - d when people, systems or resources have let you down.
- 6 You must provide evidence that you communicate with customers effectively by:
  - a using appropriate spoken or written language
  - b applying the conventions and rules appropriate to the method of communication you have chosen.

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## Candidate Recording Form

No	Description of evidence	Performance Criteria															
		A4.1.1	A4.1.2	A4.1.3	A4.1.4	A4.1.5	A4.1.6	A4.1.7	A4.2.1	A4.2.2	A4.2.3	A4.2.4	A4.2.5	A4.3.1	A4.3.2	A4.3.3	A4.3.4

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		Knowledge and Understanding				
No	Description of evidence	A4a	A4b	A4c	A4d	A4e

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**Notes/Comments**

The candidate has satisfied the assessor and internal verifier that the performance evidence has been met.

**Candidate's signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Assessor's signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Internal verifier's signature** \_\_\_\_\_ **Date** \_\_\_\_\_