

Unit: CS1 Provide customers with information about products and services in a financial services environment

Overview

This standard may be suitable for you if you work in any type of financial services firm but your work must involve you directly in providing information to customers. This unit requires you to be able to deal with a variety of requests from customers, either face to face or by telephone or correspondence including email. You will be able to deal with requests about new and existing business.

Outcomes of effective performance

- CS1/O1 You deal with customers' requests for information promptly
- CS1/O2 You deal only with requests for which you are authorised and pass others to the appropriate person
- CS1/O3 You find out what the customer requires to meet his/her needs and wants for financial services and products
- CS1/O4 You find the information required and supply it to the customer
- CS1/O5 You keep a record of the information supplied as required by your employer
- CS1/O6 You describe products and services clearly and accurately
- CS1/O7 You check that the customer is satisfied with the information you have supplied
- CS1/O8 You deal with problems in satisfying the needs of the customer or refer them to the appropriate authority
- CS1/O9 You comply with legal requirements, industry regulations, organisational policies and professional codes

Behaviours which underpin effective performance

- CS1/B1 You present information clearly and concisely and explain things so that others will understand
- CS1/B2 You show understanding of others and deal with them in a professional manner
- CS1/B3 You use communication styles that are appropriate to different people and situations
- CS1/B4 You show a clear understanding of different customers and their needs
- CS1/B5 You carry out tasks with due regard to your organisation's policies and procedures, including those covering health and safety at work

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Knowledge and understanding

1. Types of customer and ways of communicating with them
2. How to identify customers' needs and wants
3. The products and services offered by your firm
4. The information about products and services that you are allowed to give to customers
5. What written information should be supplied to the customer, and how to ensure it is supplied
6. The regulatory and legal requirements that apply to giving customers information about financial products and services
7. Your organisation's standards of customer service
8. Who else in the organisation can provide product and service information, when you are not authorised to deal with a request
9. The customer contact and information request records you are required to keep and how to record information about customer contacts
10. Your organisation's requirements relating to the application of codes, laws and regulatory requirements, including health and safety, as they impact on your activities