

## **F942 04 (CFACSA5) Promote Additional Services or Products to Customers**

This Unit has the following Elements:

- A5.1 Identify additional services or products that are available.
- A5.2 Inform customers about additional services or products.
- A5.3 Gain customer commitment to using additional services or products.

### **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.

Services or products are continually changing in organisations to keep up with customers' expectations. By offering new or improved services or products your organisation can increase customer satisfaction. Many organisations must promote these to be able to survive in a competitive world. However, it is equally important for organisations that are not in competition with others to encourage their customers to try new services or products. This Unit is about your need to keep pace with new developments and to encourage your customers to take an interest in them. Customers expect more and more services or products to be offered to meet their own growing expectations. They need to be made aware of what is available from your organisation. Because of this everybody offering services or products needs to play a part in making customers aware of what is available. You should not choose this Unit if your role does not want you to suggest additional services or products to customers.

## **F942 04 (CFACSA5) Promote Additional Services or Products to Customers**

### **A5.1 Identify additional services or products that are available**

#### **Performance Criteria**

*You must consistently:*

- A5.1.1 Update and develop your knowledge of your organisation's services or products.
- A5.1.2 Check with others when you are unsure about new service or product details.
- A5.1.3 Identify appropriate services or products that may interest your customer.
- A5.1.4 Spot opportunities for offering your customer additional services or products that will improve their customer experience.

### **A5.2 Inform customers about additional services or products**

#### **Performance Criteria**

*You must consistently:*

- A5.2.1 Choose the best time to inform your customer about additional services or products.
- A5.2.2 Choose the best method of communication to introduce your customer to additional services or products.
- A5.2.3 Give your customer accurate and sufficient information to enable them to make a decision about the additional services or products.

### **A5.2 (continued)**

- A5.2.4 Give your customer time to ask questions about the additional services or products.

### **A5.3 Gain customer commitment to using additional services or products**

#### **Performance Criteria**

*You must consistently:*

- A5.3.1 Close the conversation if your customer shows no interest.
- A5.3.2 Give information to move the situation forward when your customer shows interest.
- A5.3.3 Secure customer agreement and check customer understanding of the delivery of the service or product.
- A5.3.4 Take action to ensure prompt delivery of the additional services or products to your customer.
- A5.3.5 Refer your customer to others or to alternative sources of information if the additional services or products are not your responsibility.

## **F942 04 (CFACSA5) Promote Additional Services or Products to Customers**

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

*To be competent at promoting additional services or products to customers you need to know and understand:*

- A5a Your organisation's procedures and systems for encouraging the use of additional services or products.
- A5b How additional services or products will benefit your customers.
- A5c How your customer's use of additional services or products will benefit your organisation.
- A5d The main factors that influence customers to use your services or products.
- A5e How to introduce additional services or products to customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products.
- A5f How to give appropriate, balanced information to customers about services or products.

## **F942 04 (CFACSA5) Promote Additional Services or Products to Customers**

### **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 S/NVQs at 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 that the additional services or products offered include:
  - a use of services or products that are new to your customer
  - b additional use of services or products that your customer has used before.
- 6 Your evidence must show that you:
  - a identify what your customer wants by seeking information directly
  - b identify what your customer wants from spontaneous customer comments.

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**Candidate Recording Form**

No	Description of evidence	Performance Criteria												
		A5.1.1	A5.1.2	A5.1.3	A5.1.4	A5.2.1	A5.2.2	A5.2.3	A5.2.4	A5.3.1	A5.3.2	A5.3.3	A5.3.4	A5.3.5

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		Knowledge and Understanding					
No	Description of evidence	A5a	A5b	A5c	A5d	A5e	A5f

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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** \_\_\_\_\_