

H12A 04 (CFACC24) Communicate information to customers in different but familiar contexts through a contact centre

Overview

What this standard is about

Effective communication is an essential part of contact centre operations. Many communications are relatively standard and are covered by organisational guidelines. Communication with customers can be carried either verbally and/or in writing and each of these methods demands different skills. Communication can be in different contexts according to who initiated the contact and the groups of services and/or products you are dealing with.

Performance Criteria

You must be able to:

Talk to customers on familiar subjects in familiar contact centre situations

- 1 Follow organisational guidelines for greeting and establishing a rapport with a customer.
- 2 Describe services and/or products to a customer following organisational guidelines.
- 3 Respond to customer questions about services and/or products.
- 4 Use your voice to vary the tone of your comments to customers and maintain interest in the services and/or products.
- 5 Display active listening by acknowledging customer comments in your responses.

And/or

Communicate with customers in writing

- 6 Identify when a customer contact situation would benefit from written communication.
- 7 Compose written communications to customers following organisational guidelines.
- 8 Use recommended formats and layouts for written communication with customers.
- 9 Structure written communications to customers so that your meaning is clear and concise.
- 10 Review and proofread communications to customers before sending.

Knowledge and Understanding

You need to know and understand:

- (a) The services and/or products offered or supported by your contact centre.
- (b) Organisational requirements and external regulations about what can and cannot be expressed to customers verbally and/or in writing.
- (c) Information that is best given to customers verbally and/or information that is best given to customers in writing.
- (d) Organisational styles and templates for written communication.
- (e) The differences between positive and negative language.
- (f) Active listening and how to display it.
- (g) Organisational procedures and guidelines for communicating with customers.
- (h) Frequently asked customer questions about services and/or products.
- (i) The importance of varying voice tone when talking to customers about services and/or products from a contact centre.
- (j) The benefits and drawbacks of communicating with customers by telephone and/or in writing.
- (k) And/or the importance of review and proofreading when sending written communications to customers.

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Evidence Requirements

To achieve this Unit you will need to ensure that your evidence covers all Performance Criteria and Knowledge and Understanding.

- 1 All evidence must be based on your performance at work.
- 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 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 customer service delivery takes account of:
 - ◆ Regulatory and/or legislative requirements
 - ◆ the policies and procedures of your organisation.

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Comments
Statement of competence
I confirm that all evidence (including Knowledge and Understanding), for the entire Unit has been met:
Candidate's signature _____ Date _____
Internal Verifier's signature _____ Date _____
Assessor's signature _____ Date _____ Date sampled (by IV) _____