

Unit PPLHSL23 (HK6X 04) Improve the Customer Relationship

I confirm that the evidence detailed in this unit is my own work.

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| **Candidate’s name** |  | **Candidate’s signature** |  | **Date** |
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I confirm that the candidate has achieved all the requirements of this unit.

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| **Assessor’s name** |  | **Assessor’s signature** |  | **Date** |
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| **Countersigning — Assessor’s name**  **(if applicable)** |  | **Countersigning — Assessor’s signature**  **(if applicable)** |  | **Date** |
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I confirm that the candidate’s sampled work meets the standards specified for this unit and may be presented for external verification.

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| **Internal verifier’s name** |  | **Internal verifier’s signature** |  | **Date** |
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| **Countersigning — Internal verifier’s name**  **(if applicable)** |  | **Countersigning — Internal verifier’s signature**  **(if applicable)** |  | **Date** |
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| **External Verifier’s initials and date (if sampled)** |  |

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| **Unit overview** |
| This unit is about building and improving relationships with customers. These may be internal customers or members of the public. This unit is for hospitality team leaders, first line managers or supervisors. |

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| **Sufficiency of evidence** |
| There must be sufficient evidence to ensure that the candidate can consistently achieve the required standard over a period of time in the workplace or approved realistic working environment. |

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| **Performance criteria** |
| **What you must do:** |
| There must be evidence for **all** Performance Criteria (PC). |
| 1 Select and use the best method of communication to meet your customers' expectations.  2 Take the initiative to contact your customers to update them when things are not going to plan or when you require further information.  3 Adapt your communication to respond to individual customer's feelings.  4 Meet your customers' expectations within your organisation's service offer.  5 Explain the reasons to your customers sensitively and positively when their expectations cannot be met.  6 Identify alternative solutions for your customers either within or outside the organisation.  7 Identify the costs and benefits of these solutions to your organisation and to your customers.  8 Negotiate and agree solutions with your customers which satisfy them and are acceptable to your organisation.  9 Take action to satisfy your customers with the agreed solution.  10 Make extra efforts to improve your relationship with your customers.  11 Recognise opportunities to exceed your customers' expectations.  12 Take action to exceed your customers' expectations within the limits of your own authority.  13 Gain the help and support of others to exceed your customers' expectations. |

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| **Evidence reference** | **Evidence description** | **Date** | **Performance criteria** | | | | | | | | | | | | |
| **What you must do** | | | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** |
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| **Knowledge and understanding** | | **Evidence reference**  **and date** |
| **What you must know and understand** | |
| For those knowledge statements that relate to **how** the candidate should do something, the assessor may be able to infer that the candidate has the necessary knowledge from observing their performance or checking products of their work. In **all** other cases, evidence of the candidate’s knowledge and understanding must be gathered by alternative methods of assessment (eg oral or written questioning). | |
| 1 | How to make best use of the method of communication chosen for dealing with your customers. |  |
| 2 | How to negotiate effectively with your customers. |  |
| 3 | How to assess the costs and benefits to your customer and your organisation of any unusual agreement you make. |  |
| 4 | The importance of customer loyalty and / or improved internal customer relationships to your organisation. |  |

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# Supplementary evidence

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| **Evidence** | | **Date** |
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| **Assessor feedback on completion of the unit** |
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