

# Unit CU791 Communicate Using Customer Service Language

## Aims

This unit is about the language and basic principles that are the heart of customer service and the skills needed to communicate effectively with customers and colleagues. It also covers how the learner fits into the customer service picture in their organisation and the contribution of their job to good customer service. The individual needs to be able to describe and explain the services or products that their organisation offers and how it delivers customer service.

Credit value                      4

Level                                      1

<b>Learning outcomes</b>	<b>Assessment criteria</b>
The learner will:	The learner can:
1 Identify customers and their characteristics and expectations	1.1 Recognise typical customers and their expectations 1.2 Discuss customer expectations with colleagues using recognised customer service language 1.3 Follow procedures through which they and their colleagues deliver effective customer service
2 Identify their organisation's services and products	2.1 Outline their organisation's services and products to customers 2.2 Greet customers politely and positively 2.2 List the information they need to deliver effective customer service and where that information can be found

<p>3 Know how to communicate using customer service language</p>	<p>3.1 Identify the differences between an internal customer and an external customer</p> <p>3.2 List their organisation's services or products</p> <p>3.3 Describe the connection between customer expectations and customer satisfaction in customer service</p> <p>3.4 Describe why organisation procedures are important to good customer service</p> <p>3.5 Explain why teamwork is central to good customer service</p> <p>3.6 Identify the service offer of their organisation</p> <p>3.7 Identify the part they play in delivering customer service</p> <p>3.8 Identify who are their customers</p> <p>3.9 Describe the main characteristics of typical customers that they deal with</p> <p>3.10 Identify what impresses their customers and what annoys their customers</p> <p>3.11 Identify who's who and who does what to deliver customer service in their organisation</p> <p>3.12 Describe the kinds of information they need to give good customer service to customers</p> <p>3.13 Explain how to find information about their organisation's services or products</p> <p>3.14 List typical customer service problems in their work and who should be told about them</p> <p>3.15 Explain how the way they behave affects their customer's service experience</p>
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## Evidence Requirements

1. Wherever possible your evidence should be based on 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 based on 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 – February 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. The 'organisation' from which you draw your evidence must be the organisation you work for or the organisation in which you have realistic work experience. The 'organisation' may be the whole of the organisation or the business unit, division or department with which you are involved.