

Unit CU794 Adapt Your Behaviour to Give a Good Customer Service Impression

Aims

This unit is all about how the learner's behaviour affects the way customers see them. Some customers expect different things from the service they offer but there are basic acceptable standards of behaviour and attitudes that they need to achieve. Their managers and supervisors also expect them to meet those standards. When they create the right impression and show a positive attitude they reduce the risk of somebody being upset or offended by the way they deal with them. This unit is appropriate for learners who have done jobs where they had limited contact with customers, are experiencing customer service work for the first time or are just starting their first job. If a learner has already successfully done full or part-time work dealing directly with customers, this may not be the right unit for them and they should consider the unit - "Maintain a positive and customer-friendly attitude".

Credit value 5

Level 1

| Learning outcomes The learner will: | Assessment criteria The learner can: |
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| 1 Look and act the part in order to provide a good customer service impression | 1.1 Dress for customer service work in the way their organisation expects 1.2 Show they are working hard and making efforts to impress customers 1.3 Be in the right place at the right time to give a good impression and deliver good customer service 1.4 Show good manners when dealing with customers |
| 2 Relate to their customers and to colleagues effectively | 2.1 Explain the benefits of dealing with customers face to face or by telephone rather than using text, e-mail or writing 2.2 Talk clearly to customers using words that they can understand 2.3 Talk to customers without using language that they would consider to be bad 2.4 Show a willing and friendly attitude when dealing with customers without being over-familiar 2.5 Help and cooperate with colleagues to give good service to customers |

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| <p>3 Know how to adapt their behaviour to give a good customer service impression</p> | <p>3.1 Identify how the way they dress affects the way that customers react to the service they provide</p> <p>3.2 Describe why customers may see particular types of dress as inappropriate and how their organisation expects them to dress</p> <p>3.3 State why it is important for customers to feel that they are working hard to give them an excellent service</p> <p>3.4 State why good timekeeping and making sure they are where they are expected to be is important to giving excellent customer service</p> <p>3.5 Describe what behaviour is considered by most customers to be “good manners” and what is considered to be “bad manners” or rudeness</p> <p>3.6 Identify what customers and colleagues might consider to be bad language and why it may offend people</p> <p>3.7 Identify why customers feel better about the service they receive if they have a willing and friendly attitude</p> <p>3.8 Describe how to behave so that they appear to be willing and friendly with customers without being over-familiar</p> <p>3.9 Identify what they can do to cooperate with colleagues in giving customer service and why that might be helpful</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 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. 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 need to include evidence that you are positive and customer-friendly with customers who are:
 - a easy to deal with
 - b difficult to deal with.
6. You need to include evidence that you are positive and customer-friendly:
 - a during routine delivery of customer service
 - b during a busy time in your job
 - c during a quiet time in your job.

