

## Unit CU802 Deal With Customers Face to Face

### Aims

This unit is about the skills the learner needs to deal with their customer in person and face to face. When they are working with a customer in this way, good feelings about the way the learner looks and behaves can improve how their customer feels about the transaction and give them greater satisfaction. Whilst verbal communication is important, the learner focus on their customer and the relationship that is formed also depends on the non-verbal communication that takes place between them. The learner will have many opportunities to impress their customer and their behaviour in this situation can make all the difference to customer behaviour and the satisfaction that they feel.

Level: 2

Credit value: 5

Learning outcomes The learner will:	Assessment criteria The learner can:
<p>1. Communicate effectively with their customer</p>	<p>1.1 Plan a conversation with their customer that has structure and clear direction</p> <p>1.2 Hold a conversation with their customer that establishes rapport</p> <p>1.3 Focus on their customer and listen carefully to ensure that they collect all possible information they need from the conversation</p> <p>1.4 Explain their services or products and their organisation's service offer to their customer clearly and concisely</p> <p>1.5 Adapt their communication to meet the individual needs of their customer</p> <p>1.6 Anticipate their customer's requests and needs for information</p> <p>1.7 Balance conflicting demands for their attention whilst maintaining rapport with their current customer</p> <p>1.8 Calm down situations when one customer is adversely affecting the customer service enjoyed by other customers</p>

<p>2. Improve the rapport with their customer through body language</p>	<p>2.1 Present a professional and respectful image when dealing with their customer</p> <p>2.2 Show an awareness of their customer's needs for personal space</p> <p>2.3 Focus their attention on their customer so that non-verbal signs do not betray disinterest, boredom or irritation</p> <p>2.4 Ensure that their customer focus is not disrupted by colleagues</p> <p>2.5 Observe all customers and the total customer service situation whilst maintaining rapport with their current customer</p> <p>2.6 Observe their customer to read non-verbal clues about the customer's wishes and expectations</p>
<p>3. Understand how to deal with customers face to face</p>	<p>3.1 Explain the importance of speaking clearly and slowly when dealing with a customer face to face</p> <p>3.2 State the importance of taking the time to listen carefully to what the customer is saying</p> <p>3.3 Identify the organisation's procedures that impact on the way they are able to deal with their customers face to face</p> <p>3.4 Describe the features and benefits of the organisation's services or products</p> <p>3.5 Explain the organisation's service offer and how it affects the way they deal with customers face to face</p> <p>3.6 Explain the principles of body language that enables them to interpret customer feelings without verbal communication</p> <p>3.7 Explain the difference between behaving assertively, aggressively and passively</p>

	<p>3.8 Explain why the expectations and behaviour of individual customers will demand different responses to create rapport and achieve customer satisfaction</p> <p>3.9 Describe the agreed and recognised signs in customer behaviour in their organisation that indicates that their customer expects a particular action by them</p>
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## 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 at S/NVQ 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 evidence must include examples of dealing with customers who:
  - a have standard expectations of your organisation's customer service
  - b have experienced difficulties when dealing with your organisation
  - c have made a specific request for information
  - d need to be informed of circumstances of which they are unaware.
5. Your evidence must include examples of dealings with customers that are:
  - a planned
  - b unplanned.
6. You must provide evidence of dealing with customers face to face:
  - a during routine delivery of customer service
  - b during a busy time in your job
  - c during a quiet time in your job
  - d when people, systems or resources have let you down.
7. You must include examples of how you have made use of :
  - a verbal communication skills
  - b non-verbal communication skills.