

Unit CU796 Give Customers a Positive Impression of Yourself and Your Organisation

Aims

Excellent customer service is provided by people who are good with people. The learner's behaviour affects the impression that customers have of the service they are receiving. This Unit is about communicating with the customers and giving a positive impression whenever dealing with a customer. By doing this the learner can create a positive impression of the organisation and the customer service it provides. All of us enjoy the experience of good customer service if we feel that the person serving us really wants to create the right impression, responds to us and gives us good information. Every detail of the learners' behaviour counts when dealing with a customer.

Credit value 5

Level 2

Learning outcomes	Assessment criteria
The learner will:	The learner can:
1 Establish rapport with customers	1.1 Meet their organisation's standards of appearance and behaviour 1.2 Greet their customer respectfully and in a friendly manner 1.3 Communicate with their customer in a way that makes them feel valued and respected 1.4 Identify and confirm their customer's expectations 1.5 Treat their customer courteously and helpfully at all times 1.6 Keep their customer informed and reassured 1.7 Adapt their behaviour to respond to different customer behaviour

<p>2 Respond appropriately to customers</p>	<p>2.1 Respond promptly to a customer seeking help</p> <p>2.2 Choose the most appropriate way to communicate with their customer</p> <p>2.3 Check with their customer that they have fully understood their expectations</p> <p>2.4 Respond promptly and positively to their customer's questions and comments</p> <p>2.5 Allow their customer time to consider their response and give further explanation when appropriate</p>
<p>3 Communicate information to customers</p>	<p>3.1 Quickly find information that will help their customer</p> <p>3.2 Give their customer information they need about the services or products offered by their organisation</p> <p>3.3 Recognise information that their customer might find complicated and check whether they fully understand</p> <p>3.4 Explain clearly to their customers any reasons why their expectations cannot be met</p>
<p>4 Understand how to give customers a positive impression of themselves and the organisation they must know and understand</p>	<p>4.1 Describe their organisation's standards for appearance and behaviour</p> <p>4.2 Explain their organisation's guidelines for how to recognise what their customer wants and respond appropriately</p> <p>4.3 Identify their organisation's rules and procedures regarding the methods of communication they use</p> <p>4.4 Explain how to recognise when a customer is angry or confused</p> <p>4.5 Identify their organisation's standards for timeliness in responding to customer questions and requests for information</p>

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 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 must provide evidence of creating a positive impression with customers:
 - 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.
6. You must provide evidence that you communicate with customers effectively by:
 - a using appropriate spoken or written language
 - b applying the conventions and rules appropriate to the method of communication you have chosen

