

Unit CU819 Organise the Promotion of Additional Services or Products to Customers

Aims

This unit is about expanding and extending the relationship with customers by persuading them to make use of additional services and products that the learner can offer. Services or products will remain viable only if they are used by customers. The unit covers the way the learner organises customer service to promote additional use of their services or products by communicating with customers and then delivering those services or products effectively. It is also about monitoring the successes and failures and recognising the best way to approach customers with additional services or products for the future. The learner needs to show that they are promoting the services or products by encouraging more people to use them.

Level: 3

Credit value: 7

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Offer additional services or products	1.1 Offer additional services or products to customers 1.2 Identify the benefits of offering additional services or products for customers and the organisation 1.3 Explain the features and benefits of additional services or products to customers 1.4 Identify ways of encouraging customers to ask about additional services or products
2. Organise support to promote use of additional services or products	2.1 Discuss with others ways of promoting additional services or products to customers 2.2 Implement procedures to ensure that customers interested in additional services or products are dealt with promptly 2.3 Promote services or products which will suit customers but which are supplied from outside their own area of the organisation 2.4 Help customers to access services or products which are supplied outside of their own area of the organisation

<p>3. Monitor the promotion of additional services or products</p>	<p>3.1 Devise methods to inform customers about additional services or products</p> <p>3.2 Use different methods to inform customers about additional services and products and record successes and failures against each method</p> <p>3.3 Use their record of successes and failures to identify the best approach for offering additional services or products</p> <p>3.4 Share information with others regarding the best approach to take when offering additional services or products to customers</p>
<p>4. Understand how to organise and promote services or products to customers</p>	<p>4.1 Describe their organisation's procedures and systems for encouraging the use of additional services or products</p> <p>4.2 Explain how the use of additional services or products will benefit their customers</p> <p>4.3 Describe the main factors that influence customers to use their services or products</p> <p>4.4 Explain how to introduce additional services or products to customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products</p> <p>4.5 Describe how to give appropriate, balanced information to customers about services or products</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. Evidence collected in a realistic working environment or a work placement is not permissible for this Unit. Simulation is not allowed for any performance evidence within this Unit.
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. You must provide evidence that you:
 - a use agreed organisational procedures and systems
 - b create your own opportunities.
5. Your evidence must show that you have:
 - a taken responsibility for your own actions in promoting services or products
 - b used spontaneous customer feedback to identify opportunities for promoting services or products
 - c used customer feedback that you have requested to identify opportunities for promoting services or products
6. Your evidence must include examples of:
 - a existing customers extending their use of your services or products
 - b new customers making use of your services or products.