

Unit CU825 Develop Customer Relationships

Aims

When the learner deals with their customers regularly, they want to make each occasion a good customer experience. The impression the learner creates and the way the service is delivered affects this in just the same way as when they deal with a customer only once. However, a longer-term relationship with a repeat customer also depends on building up their customer's confidence in the service that the learner offers. Loyalty and a long-term relationship rely on the customer having a realistic view of the organisation's service and being comfortable with it. The learner's customer will return to their organisation if they feel confident that they will receive excellent service because they have enjoyed good customer experiences with the learner before.

Level: 2

Credit value: 6

Learning outcomes	Assessment criteria
<i>The learner will:</i>	<i>The learner can:</i>
1. Build their customer's confidence that the service they give will be excellent	1.1 Show that they behave assertively and professionally with customers 1.2 Allocate the time they take to deal with their customer following organisational guidelines 1.3 Reassure their customer that they are doing everything possible to keep the service promises made by the organisation
2. Meet the expectations of their customers	2.1 Recognise when there may be a conflict between their customer's expectations and your organisation's service offer 2.2 Balance their customer's expectations with their organisation's service offer by offering an alternative or explaining the limits of the service offer 2.3 Work effectively with others to resolve any difficulties in meeting their customer's expectations

<p>3. Develop the long term relationship between their customer and their organisation</p>	<p>3.1 Give additional help and information to their customer in response to customer questions and comments about their organisation's services or products</p> <p>3.2 Discuss expectations with their customer and explain how these compare with their organisation's services or products</p> <p>3.3 Advise others of feedback received from their customer</p> <p>3.4 Identify new ways of helping customers based on the feedback customers have given them</p> <p>3.5 Identify added value that their organisation could offer to long-term customers</p>
<p>4. Know how to develop customer relationship</p>	<p>4.1 Describe their organisation's services or products</p> <p>4.2 Explain the importance of customer retention</p> <p>4.3 Explain how their own behaviour affects the behaviour of the customer</p> <p>4.4 Describe how to behave assertively and professionally with customers</p> <p>4.5 Describe how to defuse potentially stressful situations</p> <p>4.6 Identify the limitations of their organisation's service offer</p> <p>4.7 Compare how customer expectations may change as the customer deals with their organisation</p> <p>4.8 Identify the cost and resource implications of an extension of the service offer to meet or exceed customer expectations</p> <p>4.9 Explain the cost implications of bringing in new customers as opposed to retaining existing customers</p> <p>4.10 Identify who to refer to when considering any variation to their organisation's service offer</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 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 must provide evidence of taking actions to meet the needs and expectations of your customer and of your organisation:
 - a without being asked by your customer
 - b at your customer's request.
6. You must include evidence that you have balanced the needs of your customers and your organisation by:
 - a making use of alternative products or services offered by the organisation
 - b varying the service you would normally offer within organisational guidelines
 - c saying 'no' to your customer and explaining the limits of your organisation's service offer.