

Unit CU831 Support Customers Using Self-Service Technology

Aims

Many organisations develop their customer service by directing customers towards self-service equipment which is operated by the customer alone. Regular customers become familiar with how that equipment operates and some will feel uncomfortable about being offered further help. Others may be learning about the use of the equipment for the first time or may be experiencing particular problems. Sometimes equipment fails and authorised intervention will be needed to clear it. Whichever is the case, the learner must be able to recognise what help and intervention is needed and to provide that in a way that pleases their customer and builds their confidence in the use of the equipment. This unit is right for the learner if any part of their job involves helping and encouraging customers to operate self-service equipment in order to improve their customer experience.

Level: 2

Credit value: 5

| Learning outcomes | Assessment criteria |
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| The learner will: | The learner can: |
| 1. Identify the type of help needed by a customer using self-service technology | 1.1 Prepare a standard demonstration of using the self-service equipment 1.2 Prepare to answer frequently asked questions about the operation of the self-service equipment 1.3 Identify signs of when a customer is having difficulty with the self service equipment 1.4 Choose an appropriate style and level of intervention to help a customer who is having trouble using the self-service equipment |
| 2. Assist a customer using self-service technology | 2.1 Maintain a professional, polite and approachable manner while they observe customers using self-help technology 2.2 Demonstrate use of the self-service equipment to a customer 2.3 Respond to a request for help from a customer using self-help equipment 2.4 Make use of staff override options to clear self-service equipment for use by customers 2.5 Talk a customer through use of the self-service equipment whilst allowing them to operate it |

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| | <ul style="list-style-type: none"> 2.6 Invite a customer to repeat the operation of the self-service equipment if that helps them to learn 2.7 Make positive and encouraging comments to a customer who is learning to use the self-service equipment 2.8 Explain to their customer why certain actions and steps are needed to operate self service equipment 2.9 Troubleshoot problems with self-service equipment and report errors and issues to appropriate people |
| <p>3. Understand how to support customers using self-service technology</p> | <ul style="list-style-type: none"> 3.1 Explain why their organisation chooses to offer customers self-service equipment 3.2 Explain all aspects of normal operation of the customer self-service equipment 3.3 State frequently asked questions about operation of the self-service equipment and effective answers to those questions 3.4 Describe techniques for giving an effective demonstration of self-service equipment 3.5 Identify signals and signs that a customer needs help with self-service equipment 3.6 Describe organisational procedures for using staff intervention to clear self-service equipment 3.7 Explain the importance of building customer confidence in using self-service equipment 3.8 Describe organisational procedures for dealing with self-service equipment problems |

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. The self –service technology used in your evidence may be any technology used outside the home to allow customers to interact with an organisation and help themselves. Examples include, but are not restricted to, scanning groceries, printing a boarding pass, printing photos, buying from an automated vending machine, and using an electronic kiosk to obtain information of conduct a transaction.
5. You must provide evidence of supporting customers who are:
 - a new to the use of self-service equipment for this particular purpose
 - b familiar with the use of self-service equipment for this particular purpose
6. Your evidence must include examples of helping customers with difficulties caused by:
 - a the customer’s use of the technology
 - b a system or equipment failure.