

# Unit CU844 Build and Maintain Effective Customer Relations

## Aims

Building and developing effective customer relations is a vital aspect of customer service. Strong customer relations will help the learners' organisation to identify and understand their customers' expectations, encourage a way of working that is based on partnership and mutual trust, and establish and maintain customer loyalty. This unit is about establishing and maintaining such relations. For some organisations this means encouraging loyalty and repeat business from large numbers of customers. For others it is all about nurturing and relating to a smaller number of valued customers who make an important strategic contribution to the organisation's success. This unit is for the learner only if they are in a position to influence the way their organisation determines the level of service offered to different customers.

Level: 4

Credit value: 8

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Establish effective customer relations	1.1 Identify the types of customers with whom they should build longer term customer relations and promote loyalty 1.2 Communicate with these customers so that they know they are important to the organisation 1.3 Explain their role, the purpose of making contact and the mutual benefits of building a longer term relationship 1.4 Make it clear that they welcome two-way communication about customer expectations
2. Maintain and develop effective customer relations	2.1 Keep customers informed and accept criticism from customers openly and constructively 2.2 Regularly assess whether customer expectations are being consistently met 2.3 Use their influence and authority in their own organisation to ensure that customer needs are being met and, where possible, exceeded

	<p>2.4 Collect feedback from customers and staff to ensure that solutions are being provided that result in customer satisfaction</p> <p>2.5 Analyse customer relations and propose changes that will develop longer term loyalty to people with authority in their organisation</p>
<p>3. Understand how to build and maintain customer relations</p>	<p>3.1 Identify and prioritise types of customers with whom they should be building a longer term relationship</p> <p>3.2 Describe the most appropriate method of establishing relationships with customers targeted for longer term relationships</p> <p>3.3 Explain the importance of effective communication skills when dealing with customers</p> <p>3.4 Explain how to explore and agree with customers the mutual benefits of maintaining and developing a longer term relationship</p> <p>3.5 Explain how to communicate with customers, especially when they are dissatisfied with products and services</p> <p>3.6 Explain how to negotiate with customers in a way that balances customer expectations with the expectations of their own organisation</p> <p>3.7 Describe the types of compromises that would be acceptable to their organisation when meeting customer expectations</p> <p>3.8 Explain how to use their influence and authority in their organisation to meet or exceed customer expectations</p> <p>3.9 Describe methods of monitoring customer satisfaction appropriate to their level of authority in the organisation</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 for your assessor to be confident that you are competent.
4. You must provide evidence that you can build and maintain relationships with:
  - a potential or new customers
  - b existing customers
  - c customers with particular needs and expectations
  - d customers who have experienced problems with your organisation's services or products.
5. 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.
6. You must provide evidence that you have collected feedback that is:
  - a qualitative
  - b quantitative
  - c formal
  - d informal.