

Unit C312 Develop customer relationships

Introduction

Summary

Longer term customer relationships depend on the creation of a positive impression. They also depend on the delivery of consistent and reliable customer service. This will encourage loyalty from external customers or longer term service partnerships with internal customers.

The unit is divided into four parts. The first part (page 2) gives some examples and explanations of some words we use in the unit. The second part (pages 3-5) describes the three things you have to do. These are:

C312.1 Build customer confidence in the level of service provided

C312.2 Meet the ongoing needs and expectations of your customers

C312.3 Develop the relationship between your customers and your organisation

The third part (page 6) describes the knowledge and understanding you must have.

The fourth part shows the evidence you must produce.

Target Group

The unit is intended staff who work with customers on a day-to-day basis.

Linked Units

This unit links closely with all other units that involve you working with customers.

Place in the NVQ/SVQ Framework

This unit is an option in the Activity Leadership level 2 NVQ/SVQ.

Links to Key and Core Skills

This unit will provide some evidence for the following QCA Key Skills:

Communication 2.1a, 2.1b, 2.2, 2.3

Working with Others 2.1, 2.2, 2.3

Problem Solving 2.1, 2.2, 2.3

and the following SQA Core Skills:

Communication Intermediate 1

Working with Others Intermediate 1

Problem Solving Intermediate 1

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What We Mean By Some of the Words Used in this unit

Commitments made by your organisation

what your organisation states it will provide to the customer

Communicate

this could include by speaking or writing but also covers e.g. tone of voice, body language.

Confidence

the customer having faith in your organisation and the services it provides

Conflict between the needs of your customers and the needs of your organisation

when there is a difference between what the customer needs or expects and what your organisation is able to provide

Customers

these could be external customers – individuals, groups or organisations for whom you provide a service – or they could be internal customers – other staff or departments in your organisation

Feedback

your customers expressing their views on your organisation and the service it provides

Limits of your own authority

what your organisation says you can and cannot do in certain situations

Organisational guidelines

your organisation's procedures and policies on how to interact with customers

C312.1

Build customer confidence in the level of service provided

The National Standard

What you must do

To meet the national standard, you must:

1. deal with your customers promptly
2. communicate with your customers in a way that provides confidence and reassurance in their dealings with your organisation
3. manage the time taken to deal with your customers in accordance with organisational guidelines
4. reassure your customers that you are doing everything possible to keep the commitments made by your organisation

What you must cover

Please see the 'Evidence Requirements' on the last page of this unit.

C312.2

Meet the ongoing needs and expectations of your customers

The National Standard

What you must do

To meet the national standard, you must:

- 1 operate within the limits of your own authority in attempting to meet your customers' and your organisation's needs
- 2 recognise when there may be a conflict between the needs of your customers and your organisation
- 3 take all reasonable actions to minimise the conflict between your customers' needs and the products or services offered by your organisation
- 4 work effectively with others to resolve difficulties in meeting the needs of your customers and your organisation

What you must cover

Please see the 'Evidence Requirements' on the last page of this unit.

C312.3

Develop the relationship between your customers and your organisation

The National Standard

What you must do

To meet the national standard, you must:

- 1 give additional help and information to your customers in response to their questions and comments about the products or services your organisation provides
- 2 discuss expectations with your customers and explain how these compare with the products or services you and your organisation provide
- 3 advise others of feedback received from your customers
- 4 identify new ways of helping your customers based on the feedback they have given you

What you must cover

Please see the 'Evidence Requirements' on the last page of this unit.

What you must know and understand

To be competent in this unit, you must know and understand the following

For the whole unit

- K1 what your customers' rights are and how these rights limit what you are able to do for your customer
- K2 the specific aspects of:
 - health and safety
 - data protection
 - equal opportunities
 - disability discrimination
 - legislation and regulations that affect the way the products or services you deal with can be delivered to your customers
- K3 industry, organisational and professional codes of practice and ethical standards that affect the way the products or services you deal with can be delivered to your customers
- K4 any contractual agreements that your customers have with your organisation
- K5 the products or services of your organisation relevant to your customer service role
- K6 the guidelines laid down by your organisation that limit what you can do within your job
- K7 the limits of your own authority and when you need to seek agreement with or permission from others
- K8 any organisational targets relevant to your job, your role in meeting them and the implications for your organisation if those targets are not met
- K9 how to communicate in a clear, polite, confident way and why this is important
- K10 how your behaviour will affect the behaviour of your customer
- K11 how to behave assertively and professionally in times of conflict
- K12 how to defuse potentially stressful situations
- K13 the limitations of what you are able to offer your customer
- K14 how your customers' needs and expectations may change as they deal with your organisation
- K15 the implications to your organisation in terms of resources and cost when you meet your customers' needs
- K16 who you will need to negotiate with to find a solution

Evidence Requirements

To be assessed as competent in this unit, you must show the following evidence.

Simulation is not allowed for any performance evidence within this Unit. You must supply all the evidence from work you have carried out with customers in your workplace. Your customers can be internal or external to the organisation or a combination of both.

You must prove that you have worked to improve your own and your organisations' relationships with your customers.

You must produce evidence that shows you have done this over a period of time with different customers on different occasions.

You must include evidence that shows how you have done this:

- through your own individual efforts
- by working with others

The communication you have with your customer may be written, verbal or in some other form.

Evidence of meeting the needs and expectations of your customer and your organisation must include actions you have taken:

- without being asked
- at your customers' request

To overcome conflict between your customer and your organisation you must show that you have:

- made use of alternative products or services offered by the organisation
- made an exception to the service you would normally offer

Your evidence must show that you have applied the knowledge and understanding requirements when you are dealing with your customers.