

# Unit C32 Give customers a positive impression of yourself and your organisation

## Introduction

### Summary

Excellent customer service is provided by *people who are good with people*.

Your behaviour affects the impression that customers form of the service they are receiving.

This unit is all about communicating with customers and giving a positive impression of yourself whenever you deal with a customer. By doing this you will also be giving a positive impression of your organisation and the customer service it provides.

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:

**C32.1 Establish effective relationships with customers**

**C32.2 Respond appropriately to customers**

**C32.3 Communicate information to customers**

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 mandatory in the level 2 Operational Services NVQ/SVQ and an option in the Activity Leadership NVQ/SVQ.

This unit is taken from the Customer Services Standards at level 2.

### 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

Communicate

*this could include by speaking or writing, or showing customers written information but also covers e.g. tone of voice, body language.*

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*

Information

*this could be spoken or written information*

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## C32.1

### Establish effective relationships with customers

#### The National Standard

##### What you must do

*To meet the national standard, you must:*

1. meet your organisation's standards for appearance and behaviour
2. greet your customers in a way that is appropriate to their needs
3. communicate with your customers in a way that makes them feel valued and respected
4. identify and confirm the needs and expectations of your customers
5. treat your customers courteously and helpfully even when you are working under pressure
6. maintain communication with your customers to ensure that they are kept informed and reassured
7. adapt your behaviour to respond effectively to different customer behaviour

##### What you must cover

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

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## C32.2

### Respond appropriately to customers

#### The National Standard

##### What you must do

*To meet the national standard, you must:*

- 1 respond appropriately to customers who indicate that they need or want your attention
- 2 select an appropriate way of communicating with your customers to suit their individual needs
- 3 respond promptly and positively to your customers' questions and comments
- 4 allow your customers time to consider your response and give further explanation when appropriate
- 5 check with your customers that you have fully understood their needs and expectations

##### What you must cover

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

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## C32.3

### Communicate information to customers

#### The National Standard

##### What you must do

*To meet the national standard, you must:*

- 1 quickly locate information that will help your customer
- 2 give your customers the information they need about the products or services offered by your organisation
- 3 recognise information that your customers might find complicated and check whether they fully understand
- 4 explain clearly to your customers any reasons why their needs or expectations cannot be met

##### What you must cover

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

# Unit C32 Give customers a positive impression of yourself and your organisation

## 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 your organisation's standards for appearance and behaviour
- K11 your organisation's guidelines for recognising customers' needs and expectations and responding positively to them
- K12 the rules and procedures regarding the methods of communication you use
- K13 how to recognise when a customer is angry and confused

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## 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 give your customers a positive impression of yourself.

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

As well as creating a positive impression with customers during routine delivery of customer service, you need to include evidence which relates to:

- very busy periods
- quiet periods
- periods when you are working under pressure

You also need to show that you have dealt with customers who:

- have different needs and expectations
- appear angry
- may be confused

Your evidence must show that you respond to customers within the guidelines of your organisation.

Your communication with customers may be face to face, by letter, fax, telephone, e-mail, internet, intranet or any other method you would be expected to use within your job role.

You must prove that you communicate with customers effectively by providing evidence that you:

- use appropriate spoken or written language
- apply the rules and procedures suitable for the method of communication you have chosen

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