

Unit Title: Communicate verbally with customers

OCR unit number: 6
 Level: 2
 Credit value: 3
 Guided learning hours: 14
 Unit reference number: D/506/2119

Unit aim and purpose

This unit aims to develop the knowledge and skills required to communicate verbally with customers. Upon completion of this unit, learners will be able to use customer service language to communicate with customers.

Learning Outcomes	Assessment Criteria	Additional Guidance
The Learner will: 1 Understand how to communicate verbally with customers	The Learner can: 1.1 Explain the importance of effective communication in customer service 1.2 Explain how tone of voice, choice of expression and body language can affect the way customers perceive their experience 1.3 Explain why “ customer service language ” is used 1.4 Describe different questioning techniques that can be used when communicating with customers 1.5 Describe verbal and non-verbal signals that show how a customer may be feeling 1.6 Describe the types of information needed when	<p>Effective communication would include actively listening to and understanding the customer, being sensitive to body language and acting in accordance with the guidelines and expectations of the organisation</p> <p>Customer service language is language that would be appropriate and acceptable in a given customer service situation. It would have a positive impact on the customer</p> <p>Questioning techniques may include:</p> <ul style="list-style-type: none"> • Open • Closed • Verbal • Written • Probing • Clarification <p>A verbal signal is a phrase or statement spoken by the customer A non-verbal signal is the body language of the customer</p>

Learning Outcomes	Assessment Criteria	Additional Guidance
	communicating verbally with customers	
2 Be able to use customer service language to communicate with customers	<p>2.1 Identify customers' wants and priorities</p> <p>2.2 "Listen actively" to what customers are saying</p> <p>2.3 Communicate clearly, concisely and professionally with customers</p> <p>2.4 Use a tone of voice and expression that reinforces messages when communicating with customers</p> <p>2.5 Use language that reinforces empathy with customers</p> <p>2.6 Adapt their response in accordance with customers' changing behaviour</p> <p>2.7 Provide information and advice that meets customers' needs</p> <p>2.8 Maintain organisational standards of behaviour and communication when interacting with customers</p> <p>2.9 Check that customers have understood what has been communicated</p> <p>2.10 Adhere to organisational policies and procedures, legal and ethical requirements when communicating verbally with customers</p>	<p>Listening actively refers to:</p> <ul style="list-style-type: none"> • Asking questions to check information • Repeating information to show understanding • Avoiding distractions, assumptions and interruptions • Using body language/facial expressions if the customer is present <p>Organisational standards of behaviour is behaviour which would be appropriate and acceptable in a given customer service situation. It would have a positive impact on the customer and would be in accordance with organisational policies and guidelines</p> <p>Where possible, adherence to organisational policies and procedures should be confirmed by a line manager or experienced colleague. Learners should also be aware of <i>which</i> legal requirements affect their communications</p>

Assessment

This unit is internally assessed by centre staff and externally verified by OCR Assessors.

Guidance on assessment

Skills CFA Assessment Strategy Competence units (S/NVQ)

National Occupational Standards (NOS) mapping/signposting

The mapping in the table below provides an indication of where evidence might be available for assessment against some of the knowledge and understanding contained in the national occupational standards (NOS). It does not claim to guarantee that evidence will meet the NOS.

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Occupational standards	Unit number	Title
Customer Service (2013) National Occupational Standards:	CFACSA3 CFACSB6	<ul style="list-style-type: none">• Communicate effectively with customers• Use questioning techniques when delivering customer service

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website www.ocr.org.uk.