

<b>Unit Title:</b>	<b>Maintain a positive and customer-friendly attitude</b>
Unit number	A1
Level:	1
Credit value:	5
Guided learning hours:	33

## Unit purpose and aim

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This unit is all about the learner's attitude and the way the learner behaves towards customers affects customer satisfaction. Simply following procedures may not be enough to provide good customer service. Customers like to deal with organisations whose staff show that they are willing and keen. Customers like to think that staff want to help and they can show this by being friendly and positive and giving customers complete personal attention.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p><b>The Learner will:</b></p> <p>1 Show the right attitude for customer service</p>	<p><b>The Learner can:</b></p> <p>1.1 Speak to customers clearly and put them at their ease</p> <p>1.2 Recognise how customers are feeling and establish a rapport with them</p> <p>1.3 Show customers that you are willing and enthusiastic at all times</p> <p>1.4 Recognise that each customer is different and treat them as an individual</p> <p>1.5 Show customers respect at all times and under any circumstances</p> <p>1.6 Show customers that you can be relied on</p> <p>1.7 Show colleagues respect at all times and under any circumstances</p> <p>1.8 Show colleagues that you can be relied on</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• The correct use of verbal communication when dealing with customers</li> <li>• The difference between internal and external customers</li> <li>• How to read a customer's body language and facial expression to identify how they are feeling</li> <li>• How to build up a rapport with the customers and colleagues by showing respect and reliability</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>2 Show appropriate and positive behaviours to customers</p>	<p>2.1 Recognise and respond when a customer wants or needs attention</p> <p>2.2 Greet customers politely and positively</p> <p>2.3 Focus on customers and ignore distractions which are not important to them</p> <p>2.4 React appropriately to situations that are important enough to interrupt their work with a customer</p> <p>2.5 Thank customers for the information they have given or for doing business with your organisation</p> <p>2.6 Help colleagues to provide good customer service</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• Signs that a customer gives when seeking attention</li> <li>• What unimportant distractions are</li> <li>• What is important enough to interrupt your work with a customer</li> <li>• The importance of being polite and show respect to customers at all time</li> <li>• How to provide support to colleagues delivering customer service</li> </ul>
<p>3 Know how to maintain a positive and customer-friendly attitude</p>	<p>3.1 Identify signs that a customer gives when seeking attention</p> <p>3.2 Describe what rapport looks, sounds and feels like</p> <p>3.3 Identify what unimportant distractions are</p> <p>3.4 Identify what is important enough to interrupt their work with a customer</p> <p>3.5 Identify positive and negative body language and facial expressions</p> <p>3.6 State how people are different and have different expectations for many reasons such as their age, culture and personality</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• Signs that a customer gives when seeking attention</li> <li>• What rapport looks, sounds and feels like</li> <li>• What unimportant distractions are</li> </ul>

## Assessment

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

## Evidence requirements

1. Wherever possible your evidence should be based on 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 based on a realistic working environment or a work placement is permissible. Simulation is not allowed for any evidence within this Unit. *(Guidelines for a Realistic Working Environment can be found in the OCR Customer Service Centre Handbook which can be downloaded from the OCR website: [www.ocr.org.uk](http://www.ocr.org.uk)).*

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. Your communication with customers may be face to face, in writing, by telephone, text message, email, internet (including social networking), intranet or by any other method you would be expected to use within your job role.
5. You need to include evidence that you are positive and customer-friendly with customers who are:
  - a easy to deal with
  - b difficult to deal with
6. You need to include evidence that you are positive and customer-friendly:
  - a during routine delivery of customer service
  - b during a busy time in your job
  - c during a quiet time in your job

## Guidance on assessment and evidence requirements

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Please refer to the OCR Customer Service Centre Handbook available from the OCR website [www.ocr.org.uk](http://www.ocr.org.uk)

## National Occupational Standards (NOS) mapping/signposting

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This unit maps fully to competences outlined in the Customer Service 2010 (Institute of Customer Service) suite of National Occupational Standards.

## Additional information

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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](http://www.ocr.org.uk)