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| <b>Unit Title:</b>     | <b>Give customers a positive impression of yourself and your organisation</b> |
| Unit number            | A4  |
| Level:                 | 2   |
| Credit value:          | 5   |
| Guided learning hours: | 33  |

## Unit purpose and aim

Excellent customer service is provided by people who are good with people. The learner's behaviour affects the impression that customers have of the service they are receiving. This Unit is about communicating with the customers and giving a positive impression whenever dealing with a customer. By doing this the learner can create a positive impression of the organisation and the customer service it provides. All of us enjoy the experience of good customer service if we feel that the person serving us really wants to create the right impression responds to us and gives us good information. Every detail of the learners' behaviour counts when dealing with a customer.

| Learning Outcomes   | Assessment Criteria  | Knowledge, understanding and skills   |
|---|--|---|
| <p><b>The Learner will:</b></p> <p>1 Establish rapport with customers</p> | <p><b>The Learner can:</b></p> <p>1.1 Meet their organisation's standards of appearance and behaviour</p> <p>1.2 Greet their customer respectfully and in a friendly manner</p> <p>1.3 Communicate with their customer in a way that makes them feel valued and respected</p> <p>1.4 Identify and confirm their customer's expectations</p> <p>1.5 Treat their customer courteously and helpfully at all times</p> <p>1.6 Keep their customer informed and reassured</p> <p>1.7 Adapt their behaviour to respond to different customer behaviour</p> | <p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• The codes of conduct required by their organisation to include: <ul style="list-style-type: none"> <li>- Appearance</li> <li>- Behaviour</li> <li>- Use of formal/informal language</li> <li>- Relationships with colleagues/customers/clients</li> <li>- Recognising and avoiding discriminatory behaviour/language</li> <li>- Time management</li> </ul> </li> </ul> <p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• Appropriate verbal and written communication</li> <li>• Appropriate use of body language</li> <li>• The range of products and/or services</li> </ul> |

| Learning Outcomes   | Assessment Criteria   | Knowledge, understanding and skills   |
|---|---|---|
|   |   | <ul style="list-style-type: none"> <li>Use of questioning techniques to identify customer expectations</li> </ul>   |
| 2 Respond appropriately to customers  | 2.1 Respond promptly to a customer seeking help<br>2.2 Choose the most appropriate way to communicate with their customer<br>2.3 Check with their customer that they have fully understood their expectations<br>2.4 Respond promptly and positively to their customer's questions and comments<br>2.5 Allow their customer time to consider their response and give further explanation when appropriate | Candidates must have an understanding of: <ul style="list-style-type: none"> <li>A range of verbal and written communication techniques used for:               <ul style="list-style-type: none"> <li>Obtaining information from the customer</li> <li>Providing information to the customer</li> </ul> </li> </ul>  |
| 3 Communicate information to customers  | 3.1 Quickly find information that will help their customer<br>3.2 Give their customer information they need about the services or products offered by their organisation<br>3.3 Recognise information that their customer might find complicated and check whether they fully understand<br>3.4 Explain clearly to their customers any reasons why their expectations cannot be met                       | Candidates should have an understanding of: <ul style="list-style-type: none"> <li>The information they require to support their customer service role</li> <li>Where and how they would obtain the information</li> <li>How to disseminate this information to their customer in a way that they can understand</li> <li>How to communicate with a customer when their expectations cannot be met</li> </ul> |
| 4 Understand how to give customers a positive impression of themselves and the organisation | 4.1 Describe their organisation's standards for appearance and behaviour<br>4.2 Explain their organisation's guidelines for how to recognise what their customer wants and respond appropriately<br>4.3 Identify their organisation's rules and procedures regarding the methods of communication they use<br>4.4 Explain how to recognise when a customer is angry                                       | Candidates must have an understanding of their organisation's code of conduct with respect to: <ul style="list-style-type: none"> <li>Appearance e.g. dress code, hygiene, identity badge</li> <li>Behaviour e.g. tidy, efficient, polite</li> <li>Body language e.g. smiling and making eye contact, warm greeting, alert and attentive</li> <li>Positive attitude e.g. willing</li> </ul>                   |

| Learning Outcomes | Assessment Criteria   | Knowledge, understanding and skills   |
|-------------------|---|---|
|                   | <p>or confused</p> <p>4.5 Identify their organisation's standards for timeliness in responding to customer questions and requests for information</p> | <p>and helpful, approachable, keeping promises</p> <ul style="list-style-type: none"> <li>• Verbal and written communication</li> </ul> <p>Candidates must have an understanding of how to recognise different types of customers and their associated temperaments e.g.</p> <ul style="list-style-type: none"> <li>• Confused</li> <li>• Angry</li> </ul> <p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• organisational requirements when dealing with customer questions and/or request e.g.: <ul style="list-style-type: none"> <li>- Answering calls within a set time</li> <li>- Answering letters within 24 hours</li> <li>- Greeting the customers within 5 minutes of entering the organisation</li> </ul> </li> </ul> |

## Assessment

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

## Evidence requirements

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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. However, for this Unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance 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 must provide evidence of creating a positive impression with customers:
  - a during routine delivery of customer service
  - b during a busy time in your job
  - c during a quiet time in your job
  - d when people, systems or resources have let you down.
  
6. You must provide evidence that you communicate with customers effectively by:
  - a using appropriate spoken or written language
  - b applying the conventions and rules appropriate to the method of communication you have chosen.

## 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)