

ASTH320

Develop and promote customer involvement in the organisation



Overview

This standard covers the competencies required to develop and promote customer involvement to help the organisation meet their needs.

ASTH320

Develop and promote customer involvement in the organisation

Performance criteria

You must be able to:

- P1 evaluate the current participation of customers in the organisation
- P2 liaise with customers, relevant groups and organisations to identify the potential for customer involvement in the organisation
- P3 identify, develop and implement ways in which customers can become involved in the organisation
- P4 identify suitable methods of promoting involvement with customers based on their needs and abilities
- P5 present customers with realistic options for involvement in the organisation
- P6 promote to colleagues the benefits of customer involvement in the organisation
- P7 identify any barriers preventing customers becoming involved in the organisation and work with customers and/or staff to minimise these barriers
- P8 consult with customers on organisational policies, procedures and plans
- P9 involve other relevant individuals and organisations to receive customer feedback when it is beyond the scope of your work
- P10 ensure that customers are kept informed about the opportunities available for customer involvement
- P11 monitor the outcomes of customer involvement in the organisation and use results of research, feedback and performance measurement to inform future activities

ASTH320

Develop and promote customer involvement in the organisation

Knowledge and understanding

You need to know and understand:

- K1 how to communicate and work collaboratively with your customers and other organisations
- K2 how to identify and agree the role of customers involved with your organisation
- K3 how to support customers as they become more involved in the organisation
- K4 organisational policies, procedures, and legal requirements that apply to this area of work
- K5 the range of opportunities for customer involvement
- K6 how to monitor and measure the effectiveness of what you do
- K7 the importance of consulting with customers and methods to achieve this
- K8 the importance of inclusive participation
- K9 the strengths and weaknesses of different consultation methods
- K10 how to assist with and facilitate consultation with customers
- K11 the principles and practice of equality and diversity
- K12 the importance of confidentiality
- K13 the importance of personal safety when working with customers and their representatives
- K14 how to communicate effectively within your organisation
- K15 the importance of effective communication and the implications of not communicating effectively
- K16 how to manage expectations of customers

ASTH320

Develop and promote customer involvement in the organisation

Developed by	Asset Skills
---------------------	--------------

Version number	2
-----------------------	---

Date approved	January 2012
----------------------	--------------

Indicative review date	January 2017
-------------------------------	--------------

Validity	Current
-----------------	---------

Status	Original
---------------	----------

Originating organisation	Asset Skills
---------------------------------	--------------

Original URN	ASTH320
---------------------	---------

Relevant occupations	Health, Public Services and Care; Health and Social Care; Managers and Senior Officials; Managers and Proprietors in Hospitality; Housing Officer
-----------------------------	---

Suite	Housing
--------------	---------

Key words	Develop; promote; customer; involvement; organisation
------------------	---