

ASTPAR6.2.1

Establish and address the requirements of telephone callers regarding parking services



Overview

This standard is about establishing the requirements of callers making enquiries by telephone regarding parking services, and taking the correct actions to meet these requirements. It includes managing calls effectively, presenting a positive impression of yourself and your organisation over the telephone, and communicating effectively with callers.

There is one element:

- 1 Establish and address the requirements of telephone callers regarding parking services

Target group

This standard is recommended for those whose responsibilities include establishing and addressing the requirements of callers.

This standard has been developed by the British Parking Association.

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Performance criteria

- You must be able to:*
- P1 identify the caller's identity, where possible, using your organisation's approved procedures
 - P2 follow, where relevant, your organisation's procedures in informing callers that their calls may be recorded
 - P3 explain your organisation's policy relating to data protection, where required
 - P4 determine relevant details regarding the caller, including the reasons for their call
 - P5 explore those aspects with which the caller would welcome help
 - P6 gather the information required, using appropriate questioning, in line with your organisation's procedures
 - P7 assess the caller's situation and determine the correct response and associated actions required
 - P8 identify where relevant, any circumstances which might cause potential conflict between the caller's requirements and the response proposed, and address these in a manner designed to promote an agreed way forward and to maintain a positive relationship with the caller
 - P9 agree with the caller a way forward which is in line with your organisation's procedures
 - P10 treat the caller with dignity and respect, accepting what they are saying without being judgemental
 - P11 remain calm and in control of the call, whilst allowing the caller to progress at their own pace
 - P12 ensure that the duration of calls is within legal and organisational requirements
 - P13 implement promptly and correctly the actions necessary to address the caller's needs, progressing these in line with your organisation's procedures
 - P14 ensure that all relevant people are informed promptly and correctly of the actions taken and those required, in line with your organisation's procedures
 - P15 maintain accurate and up to date records in line with your organisation's procedures
 - P16 maintain confidentiality and data protection in line with your organisation's requirements

ASTPAR6.2.1

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Knowledge and understanding

You need to know and understand:

Legislative, regulatory and organisational requirements

- K1 legal, regulatory and organisational regarding addressing the requirements of telephone callers in relation to the provision of parking services, and their impact for your area of operations
- K2 legislation, policies and procedures relating to data protection, health and safety, diversity and their impact for your area of operations
- K3 the role of your organisation and its services relating to the provision of parking services
- K4 the limits of your own authority and responsibility, and the actions to take should these be exceeded

Requirements particular to addressing the requirements of callers

You need to know and understand:

- K5 your organisation's operational procedures for addressing the needs of callers, including standards and performance indicators relating to the quality of calls and the service provided
- K6 your organisation's accepted wording when communicating with callers
- K7 when and how to use different types of questioning, including open, closed and probing questions
- K8 the importance of effective listening, and techniques which demonstrate that you are listening and which maintain the caller's effective participation
- K9 how to assess and adapt to callers' needs and how to determine the nature and urgency of the response required in line with your organisation's procedures
- K10 the principal types of enquiry from callers regarding parking services and the associated types of response
- K11 the importance of maintaining accurate and up to date records, and your organisation's procedures for doing this
- K12 your organisation's procedures for dealing with callers who are distressed, anxious, aggressive or abusive
- K13 your organisation's procedures and facilities for addressing the needs of callers with particular communication requirements
- K14 your organisation's procedures for informing callers where calls are recorded
- K15 the importance of time management, and how to apply this effectively in balancing the needs of callers, and those of your organisation

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Suite Parking Sector

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