

ASTPC04

Develop positive relationships with customers



Overview

This standard is about recognising the importance of customer service; in what often can be delicate situations handled by pest management personnel.

It includes maintaining a positive image of the organisation, communicating effectively with customers and accurately informing customers of services offered by the organisation.

This standard is for pest management practitioners.

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Performance criteria

Present professional image to the customer

You must be able to:

- P1 ensure contacts with customers are always courteous and helpful
- P2 wear, clean, smart and appropriate clothing, footwear and headgear in accordance with organisational procedures and hygiene requirements
- P3 ensure that equipment used is appropriate for purpose, clean and in good order and regularly maintained
- P4 keep customers regularly and accurately advised of progress and give proper notice of activities which may cause disruption and disturbance
- P5 seek opportunities for improving working relationships with customers and provide them with best value

Deal with requests

You must be able to:

- P6 take sufficient time to listen to and clarify customer's concerns and requests to ensure that the cause and the nature of the problem is fully understood
- P7 ensure that advice and information provided is current, relevant and accurate, in the form requested and in a manner which assists understanding
- P8 offer apologies in a manner likely to maintain goodwill and trust, where justified by events and circumstances
- P9 record clearly and accurately and pass on promptly suggestions and formal complaints to the responsible authority, in accordance with organisation procedures
- P10 take prompt and appropriate action to deal with the subject of complaints and refer matters to the appropriate person, where action required lies outside your own authority
- P11 make recommendations to customers when further services are required, in accordance with organisational procedures
- P12 ensure that advice provided is consistent with own level of authority and expertise and complies with organisational policy and is supported, as appropriate, by relevant evidence
- P13 maintain confidentiality in accordance with legal and organisational requirements and industry Codes of Practice

Promote pest management services

You must be able to:

- P14 describe clearly, correctly and concisely to potential customers the features and benefits of your organisation's services
- P15 ensure that verbal information is correct and additional related information is provided on

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P16 request

P17 suggest suitable alternative products / services, where appropriate and within own limits of authority and expertise

P18 identify objections and offer solutions politely and, where necessary, refer requests to others

P19 provide correct information regarding the organisation's arrangements for related services

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Knowledge and understanding

You need to know and understand:

Customer care

- K1 concepts of customer care and service
- K2 the organisation's standards and industry Codes of Practice
- K3 how to match product or service benefits to customer needs
- K4 interpersonal skills required in dealing with customers
- K5 your organisation's guidelines and procedures on dress and behaviour
- K6 how to promote positive relationships with customers

Customer liaison

You need to know and understand:

- K7 complaints procedures of your organisation
- K8 how to record and communicate suggestions and complaints
- K9 how to deal with different types of responses from customers
- K10 procedures for security and confidentiality of information
- K11 how to communicate effectively
- K12 how to handle stressful situations
- K13 knowing when and to whom to refer questions

Service standards

You need to know and understand:

- K14 your organisation's service standards and Codes of Practice
- K15 statutory obligations in respect of information supplied to customers
- K16 products / services supplied by the organisation
- K17 key features of relevant legislation, customers and their requirements
- K18 product knowledge and suppliers

Sales and marketing

You need to know and understand:

- K19 sales techniques
- K20 marketing techniques
- K21 legislation relating to the selling and marketing of pest management services

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Additional Information

- Scope/range
- 1 communicate with customers:
 - 1.1 internal
 - 1.2 external
 - 1.3 domestic
 - 1.4 commercial
 - 2 provide information and advice to:
 - 2.1 customers
 - 2.2 specialists
 - 2.3 other external contacts
 - 3 provide information in the following ways:
 - 3.1 oral (one to one / meetings / briefings)
 - 3.2 written (reports, correspondence, records)
 - 4 provide information about the following services:
 - 4.1 assessments
 - 4.2 treatments
 - 4.3 proofing
 - 4.4 monitoring
 - 4.5 environmental control
 - 4.6 related products and services

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