

CFACSA15

Organise the promotion of additional services or products to customers



Overview

This Standard is part of the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have most impact on the way your customer sees you and your organisation. Remember that customers include everyone you provide a service to. They may be external to your organisation or they may be internal customers.

This Standard is about expanding and extending the relationship with your customers by persuading them to make use of additional services or products that you can offer. Your services or products will remain viable only if they are used by customers. The Standard covers the way you organise customer service to promote additional use of your services or products by communicating with customers and then delivering those services or products effectively. It is also about monitoring your successes and failures and recognising the best way to approach your customers with additional services or products in the future. You need to show that you are promoting the services or products by encouraging more people to use them.

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Performance criteria

Offer additional services or products

You must be able to:

- P1 offer additional services or products to your customers
- P2 identify the benefits of offering additional services or products for your customers and the organisation
- P3 explain the features and benefits of additional services or products to your customers
- P4 identify ways of encouraging customers to ask about additional services or products

Organise support to promote use of additional services or products

You must be able to:

- P5 discuss with others ways of promoting additional services or products to your customers
- P6 implement procedures to ensure that customers interested in additional services or products are dealt with promptly
- P7 promote services or products which will suit your customers but which are supplied from outside your own area of the organisation
- P8 help customers to access services or products which are supplied outside of your own area of the organisation

Monitor the promotion of additional services or products

You must be able to:

- P9 devise methods to inform customers about additional services or products
- P10 use different methods to inform customers about additional services or products and record successes and failures against each method
- P11 use your record of successes and failures to identify the best approach for offering additional services or products
- P12 share information with others regarding the best approach to take when offering additional services or products to your customers

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Knowledge and understanding

You need to know and understand:

- K1 your organisation's procedures and systems for encouraging the use of additional services or products
- K2 how the use of additional services or products will benefit your customers
- K3 the main factors that influence customers to use your services or products
- K4 how to introduce additional services or products to your customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products
- K5 how to give appropriate, balanced information to your customers about services or products
- K6 the importance of the influence of others when your customer is making decisions about additional services or products

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Developed by	Skills CFA
Version number	2
Date approved	January 2013
Indicative review date	January 2016
Validity	Current
Status	Original
Originating organisation	Skills CFA
Original URN	CFACSA15
Relevant occupations	Customer Service Occupations
Suite	Customer Service (2013)
Key words	Promoting; services; products; additional; organise; delivery; customer service; communication; problem solving; behaviours; work with others; team work