

CFACSA5

Promote additional services or products to customers



Overview

This unit is part of the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have the 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.

Services or products are continually changing in organisations to keep up with customers' expectations. By offering new or improved services or products your organisation can increase customer satisfaction. Many organisations must promote these to be able to survive in a competitive world. However, it is equally important for organisations that are not in competition with others to encourage their customers to try new services or products. This unit is about your need to keep pace with new developments and to encourage your customers to take an interest in them. Customers expect more and more services or products to be offered to meet their own growing expectations. They need to be made aware of what is available from your organisation. Because of this everybody offering services or products needs to play a part in making customers aware of what is available. You should not choose this unit if your role does not want you to suggest additional services or products to customers.

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Performance criteria

You must be able to:

Identify additional services or products that are available

- P1 update and develop your knowledge of your organisation's services or products
- P2 check with others when you are unsure about new service or product details
- P3 identify appropriate services or products that may interest your customer
- P4 spot opportunities for offering your customer additional services or products that will improve their customer experience

Inform customers about additional services or products

- P5 choose the best time to inform your customer about additional services or products
- P6 choose the best method of communication to introduce your customer to additional services or products
- P7 give your customer accurate and sufficient information to enable them to make a decision about the additional services or products
- P8 give your customer time to ask questions about the additional services or products

Gain customer commitment to using additional services or products

- P9 close the conversation if your customer shows no interest
- P10 give information to move the situation forward when your customer shows interest
- P11 secure customer agreement and check customer understanding of the delivery of the service or product
- P12 take action to ensure prompt delivery of the additional services or products to your customer
- P13 refer your customer to others or to alternative sources of information if the additional services or products are not your responsibility

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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 additional services or products will benefit your customers
- K3 how your customer's use of additional services or products will benefit your organisation
- K4 the main factors that influence customers to use your services or products
- K5 how to introduce additional services or products to customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products
- K6 how to give appropriate, balanced information to customers about services or products

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Developed by	CFA Business Skills @ Work
Version number	1
Date approved	January 2010
Indicative review date	January 2013
Validity	Current
Status	Original
Originating organisation	Institute of Customer Service
Original URN	A5
Relevant occupations	Administration; Business management; Quality and Customer Care Managers; Sales and Customer Services Occupations; Customer Service Occupations; Deputy manager, manager, department controller, pit boss, inspector; Arts, Media and Publishing; Librarians and Related Professionals; Crafts, creative arts and design; Quality and Customer Care Managers; Artistic and Literary Occupations; Customer Service Occupations; Paper and wood machine operatives; Sales and related occupations NEC; Other goods handling and storage occupations NEC; Ticketing Occupations; Admissions; Box Office; Visitor Services; Booking Office;
Suite	Customer Service 2010; Gambling; Cultural & Heritage Venue Operations; Wood Merchants; Ticketing;
Key words	customer service, services, products, communication, expectations, additional service, understanding, competition, customer satisfaction, gambling; venue; Wood, timber, sales; merchants; Ticketing; Customer; Communicate; Box Office; Admissions; Visitor;