

COGFO3

Develop and maintain positive working relationships with forecourt customers



Overview

This unit is about your competence in dealing with forecourt customers in a courteous, positive, professional manner even in difficult situations. It includes meeting customer needs, demonstrating sensitivity to customer feelings and communicating appropriately and clearly.

This unit deals with the following:

1. Presenting a positive personal image to customer
2. Balancing needs of customer and organisation
3. Responding to feelings expressed by the customer
4. Adapting methods of communication to the customer

During this work you must take account of the relevant operational requirements and safe working practices AS THEY APPLY TO YOU.

Previous version:

Unit 3 - National Occupational Standards in Forecourt Operations – August 2003

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Performance criteria

You must be able to:

- P1 treat all customers in a courteous and helpful manner
- P2 maintain organisation's standards for personal appearance and behaviour consistently
- P3 ensure that equipment and supplies used in transactions with customers are available, up- to-date and in good order
- P4 actively seek opportunities for improving working relationships with all customers
- P5 ensure that own behaviour consistently conveys a positive image of the organisation to current and potential customers and to colleagues
- P6 make determined attempts to meet customer needs within own limits of authority
- P7 clearly and positively explain organisational limitations to the customer
- P8 effectively minimise conflict between customer needs and organisational limitations
- P9 recognise organisational limitations and seek assistance from others
- P10 record clearly and properly store proposals put to customers
- P11 judge customers' feelings accurately through their behaviour and tone and through sensitive questioning
- P12 acknowledge customers' feelings effectively and adapt own behaviour accordingly
- P13 regularly check perceptions of customers' feelings with customer
- P14 implement relevant procedures effectively to respond to customers' complaints
- P15 select appropriate types of communication to keep customers informed about current or future actions
- P16 use written and spoken language which is suited to the customer
- P17 use methods of communication which are suited to customers with individual communication needs
- P18 regularly check understanding of communication with customer
- P19 openly acknowledge customer difficulties and seek appropriate help to resolve them

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Knowledge and understanding

You need to know and understand:

- K1 procedures for the storage, safety, display, maintenance and replacement of equipment and supplies. This includes literature, stationery, forms, mechanical, electronic, consumables in own area of responsibility
- K2 how to manage stressful situations
- K3 how to set an example of positive behaviour for others
- K4 ways of creating opportunities to enhance working relationships with customers
- K5 the relevant products or services of the organisation
- K6 the organisational limitations. This includes costs, time, resources
- K7 the procedure for storage, security and confidentiality of records
- K8 formal and informal communication routes with customers and organisation
- K9 ways of involving others in meeting customer needs
- K10 how to use formal and informal methods to satisfy customer needs. This includes pro- active, on request within the resources available
- K11 when to seek assistance and when to use own initiative
- K12 the organisation's complaints procedure
- K13 the relevant products or services relating to own area of responsibility
- K14 techniques to adapt own behaviour to respond positively to the feelings of the customer. This includes body language, sensitive questioning, observation, listening for and responding to customer feelings. This may include anxiety, anger, confusion
- K15 forms of verbal and non verbal communication. This includes face-to-face, written, by telephone, body language used in working with customers. This includes those with physical disabilities, learning disabilities, language differences includes dialects and accents
- K16 other colleagues able to assist in communicating with customers with specific individual communication needs
- K17 procedures for keeping customers informed
- K18 how to select what and when to tell customers about ongoing service issues
- K19 how to sense – and get right – different ways of “getting through” to customers
- K20 how to check understanding with customers by “reading” a variety of signals from them
- K21 ways of seeking help from others to resolve communication difficulties

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Additional Information

Scope/range related to performance criteria

- 1 The site safety requirements and procedures
- 2 How to select, use and care for Personal Protective Equipment (PPE) including sight/hearing protection, gloves, footwear, hard hats, appropriate work wear
- 3 The implications of statutory and organisational requirements
- 4 Emergency shutdown procedures
- 5 Limits of own authority and procedures in the event of breaching those limits
- 6 How to interpret operational requirements e.g. policies, procedures, instructions, codes of practice, standards, schedules
- 7 Your own responsibilities as they relate to Organisational Safety Policy, Workplace Safety Policy, Evacuation Procedures, Fire Procedures
- 8 The organisation's service standards and code of practice
- 9 The organisation's standards for appearance and behaviour
- 10 The relevant legislation and regulations relating to work with customers

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Suite Forecourt Operations

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