

COGPACK48

Give customers a positive impression of yourself and your organisation



Overview

Excellent customer service is provided by people who are good with people. Your behaviour affects the impression which customers form about the service they are receiving. This unit is all about communicating with customers and giving a positive impression of yourself whenever you deal with a customer. By doing this, you will also be giving a positive impression of your organisation and the customer service it provides. All of us enjoy the experience of good customer service if we feel that the person serving us really wants to create the right impression, respond to us and give us good information. Every detail of your behaviour when dealing with a customer counts and this unit gives you the opportunity to prove that you can create that positive impression.

Ways of communicating with customers can include any of the following:

- 1 Face to face
- 2 By letter
- 3 By fax
- 4 By telephone
- 5 By email
- 6 By internet
- 7 By intranet

Assessment for this unit will be undertaken through naturally occurring work activities; simulation is not acceptable for assessment purposes.

This unit deals with the following:

- 1 Establish effective relationships with customers
- 2 Respond appropriately to customers
- 3 Communicate information to customers

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

Previous Version

Unit 4.19 SEMTA National Occupational Standards in Packaging (STM4)
(DNT0 D1)

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Performance criteria

You must be able to:

- P1 meet your organisation's standards for appearance and behaviour
- P2 greet your customers in a way which is appropriate to their needs
- P3 communicate with your customers in a way which makes them feel valued and respected
- P4 identify and confirm the needs and expectations of your customers
- P5 treat your customers courteously and helpfully even when you are working under pressure
- P6 maintain communication with your customers to ensure that they are kept informed and reassured
- P7 adapt your behaviour to respond effectively to different customer behaviours
- P8 respond appropriately to customers who indicate that they need or want your attention
- P9 select an appropriate way of communicating with your customers to suit their individual needs
- P10 respond promptly and positively to your customers' questions and comments
- P11 allow your customers time to consider your response and giving further explanation when appropriate
- P12 check with your customers that you have fully understood their needs and expectations
- P13 locate information quickly which will help your customer
- P14 give your customers the information they need about the products or services offered by your organisation
- P15 recognise information that your customers might find complicated and checking whether they fully understand
- P16 explain clearly to your customers any reasons why their needs or expectations cannot be met

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Knowledge and understanding

You need to know and understand:

- K1 who to ask for help or advice if you are unsure how legal rules and regulations apply to your job
- K2 your customers' rights and how these rights limit what you are able to do for your customer
- K3 the specific aspects of: health and safety, data protection, equal opportunities, disability discrimination, legislation and regulations which affect the way the products or services you deal with can be delivered to your customers
- K4 industry, organisational and professional codes of practice and ethical standards that affect the way in which the products and services you deal with can be delivered to your customers
- K5 whom to ask for help or advice if you are unsure how organisational rules and regulations apply to your job
- K6 any contractual agreements your customers have with your organisation
- K7 the products or services of your organisation relevant to your customer service role
- K8 the guidelines laid down by your organisation which limit what you can do within your job
- K9 the limits of your own authority and when you need to seek agreements with or permission from others
- K10 any organisational targets relevant to your job, your role in meeting them and the implications for your organisation if those targets are not met
- K11 how to communicate in a clear, polite, confident way and why this is important
- K12 your organisation's standards for appearance and behaviour
- K13 your organisation's guidelines for recognising customers' needs and expectations and responding positively to them
- K14 the rules and procedures regarding the methods of communication you use
- K15 how to recognise when a customer is angry or confused

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Glossary

Different Customer Behaviour

Those who have different needs and expectations, those who appear angry, those who may be confused

Meeting all Performance Criteria During:

Very busy period

quiet periods

periods when you are working under pressure

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Suite Packaging

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