
Overview

This Standard is about working effectively with clients or customers and building productive, enduring relationships with them to increase the chance of them continuing to work with you or use your services.

Performance criteria

- You must be able to:*
- 1 manage clients' or customers' expectations of relationships and the work
 - 2 balance your input to client or customer relationships with your organisation's resources, requirements and practices
 - 3 behave ethically in your dealings with clients or customers and develop relationships that demonstrate trust, commitment and cooperation
 - 4 build rapport and communicate in a professional, timely, patient and appropriate manner
 - 5 keep records of expectations, conversations and agreed actions.
 - 6 make realistic promises, deliver promised actions in the timescale and manner agreed and communicate this success to clients or customers
 - 7 anticipate and proactively communicate unavoidable changes in agreements to clients or customers
 - 8 determine the principal lines of influence and communication within client or customer organisations, identifying individuals who are key decision makers and influencers
 - 9 promote to clients or customers ways they can gain added value from their relationship with your organisation
 - 10 establish effective professional relationships with key decision makers and create an agreed agenda for action
 - 11 monitor and evaluate the effectiveness and profitability of relationships on a regular basis

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- 12 use feedback from clients or customers to ensure that the quality and consistency of service is maintained
 - 13 deal proactively with clients' or customers' complaints or problems.
 - 14 feedback to others inside and outside the organisation on aspects of relationships that may be relevant to them
 - 15 identify opportunities to develop new or existing client or customer relationships that will benefit your organisation

Knowledge and understanding

- You need to know and understand:*
- 1 clients' or customers' needs and priorities and, if relevant, the markets they are in and how they generate income
 - 2 the time and effort it may take before clients or customers commit to working with your organisation or using your services
 - 3 what can affect client or customer decision making and lead times including, if relevant, their organisational structure and internal processes
 - 4 your organisation's criteria and processes for developing client or customer relationships
 - 5 the impact of over-promising or acting solely for the short term on relationships
 - 6 the contribution that client or customer relationships make to the achievement of your organisation's strategic aims and creative integrity.
 - 7 the role of other areas of your organisation in managing client or customer relationships
 - 8 the benefits and disadvantages of different ways of communicating with people and how to communicate clearly both verbally and in writing
 - 9 how to assess the risks and potential benefits of client or customer relationships
 - 10 how to identify opportunities to add value and save clients or customers money
 - 11 how to positively communicate necessary adaptations to agreements and changes to product

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- 12 what to do when things go wrong
 - 13 how to establish the level of resource required to manage a client or customer relationship effectively and profitably
 - 14 ways to identify and grasp opportunities when maintaining client or customer relationships
 - 15 when to communicate with other people or organisations to ensure clients' or customers' expectations of you are met

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| Developed by | Creative Skillset |
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| Version Number | 2 |
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| Date Approved | March 2019 |
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| Indicative Review Date | March 2020 |
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| Validity | Current |
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| Status | Original |
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| Originating Organisation | Screen Skills (formerly Creative Skillset) |
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| Original URN | SKSGR2 |
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| Relevant Occupations | Animation Professionals; Arts, Media and Publishing; Photographic Technician; VFX Technician |
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| Suite | Creative Media Generic Skills |
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| Keywords | Customers; Clients; Feedback |
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