

ITEC Level 2

Unit 818 - Client Care and Communication in Beauty Related Industries

Recommended minimum guided learning hours – 20

QCA Qualification Accreditation Number: A/601/4458

Learning outcome

The learners will:

1. Be able to communicate with clients

Assessment criteria

The learner can:

Taught Content

| | |
|--|---|
| 1.1 Use effective communication techniques | 1.1.1 To include: <ul style="list-style-type: none">• Good communication skills (asking open and/or closed questions where appropriate) • Verbal and non-verbal communication • Good listening skills • Professionalism, confidence and enthusiasm• Positive body language and maintenance of eye contact • Show respect, being aware of interpersonal space |
| 1.2 Use client consultation techniques to identify treatment objectives | 1.2.1 To include: <i>An example of a consultation form can be downloaded from www.itecworld.co.uk</i> <ul style="list-style-type: none">• Consulting in a private, comfortable area • Positive body language • Positioning of the client (no barriers between themselves and client) • Good communication skills (asking open and/or closed questions where appropriate) • Verbal and non-verbal communication • Trust • Professionalism, confidence and enthusiasm• Client lifestyle • Client profile • Contraindications and contra-actions • Importance of planning a treatment programme bearing in mind the client's religious, moral and social beliefs • Treatment methods• Selection and documentation of treatment products • Informed consent • Confidentiality • Treatment plan • Client's signature |
| 1.3 Provide the client with clear advice and recommendations | 1.3.1 To include: <ul style="list-style-type: none">• Based upon consultation, relevant tests, make recommendations for ongoing or further treatments, home and aftercare advice • Check client understanding • Provide written confirmation |
| 1.4 Outline different forms of communication used to deal with clients | 1.4. To include the use of: <ul style="list-style-type: none">• Verbal • Non verbal • Braille • Sign language • Body language • Written • Telephone • E-mail |
| 1.5 Describe how to use consultation techniques to identify treatment objectives | 1.5.1 To include the importance of: <ul style="list-style-type: none">• Positive body language • Positioning of the client (no barriers between themselves and client)• Good communication skills (asking open and/or closed questions where appropriate) • Verbal and non-verbal communication |

| | |
|---|---|
| 1.6 State the importance of using effective communication to identify client needs and expectations | 1.6.1 To include: • Selection, adaptation and provision of the correct treatment, products, tools and equipment based upon client consultation, needs and preferences • Client commitment • Possible restrictions • Identification of when and when not to treat a client |
| 1.7 Describe the term 'personal space' | 1.7.1 To include: • The distance thought to be comfortably acceptable between one person and another • Ethnicity • Age • Gender • Religious beliefs • Nationality |
| 1.8 State the importance of providing the client with clear advice and recommendations | 1.8.1 To include: • Explanation of treatment, product and/or service • Client care and support • Professionalism • Continued and ongoing effects maintained • Conclusion of treatment, product and/or service in appropriate manner to meet client's needs • Continued client custom, goodwill and personal recommendation |
| Learning outcome <i>The learners will:</i> 2. Be able to provide client care | |
| Assessment criteria <i>The learner can:</i> | Taught Content |
| 2.1 Maintain client confidentiality in accordance with legislation | 2.1.1 To include: • Data protection Act • Maintaining and storing records • Written and computer held information |
| 2.2 Gain feedback from clients on client care | 2.2.1 To include: • Good working practise • Ensuring the client is comfortable, warm and correctly supported • Ensuring minimal discomfort to client (where appropriate) • Ensuring that client's needs are met • Verbal feedback • Written feedback/client questionnaire |
| 2.3 Respond to feedback in a constructive way | 2.3.1 To include: • Having a positive attitude at all times • Awareness of body language • Remain objective and pro-active |
| 2.4 Refer client complaints to the relevant person | 2.4.1 To include: • Being aware of and following establishment complaint policies and procedures • Line manager • Establishment manager/owner |
| 2.5 Assist in client complaints being resolved | 2.5.1 To include: • Acknowledgement of any mistakes • Removal to a private, comfortable area • Allow the client to fully explain their problem without interruption • Listen carefully and clarify • Show empathy and do not argue • Try to resolve the situation and find a mutually agreeable solution • Make any explanations confidently, but calmly • Apologise for any inconvenience • Record details of the complaint for future reference • Use the situation to demonstrate good customer service |

| | |
|--|--|
| <p>2.6 Describe client confidentiality in line with the Data Protection Act</p> <p>2.7 Explain the importance of communication techniques to support retail opportunities</p> <p>2.8 State the importance of client feedback and responding constructively</p> <p>2.9 Outline how to refer and assist in client complaints</p> | <p>2.6.1 To include:</p> <ul style="list-style-type: none"> • Relevant, not excessive gathering of information in the consultation process • Ensuring information is accurate, up to date and only used for job specific purposes • Security of information kept for no longer than is necessary • Fairly and lawfully processing information • Not transferred to other countries without adequate protection or need • Rights of the client to know what information is held about them on computer and in written format <p>2.7.1 To include:</p> <ul style="list-style-type: none"> • Increased business and profits • Increased therapist commission • Good customer relations • Having good listening skills • Asking appropriate questions • Identifying client needs • Good body language and eye contact • Good knowledge of products/services • Explaining the benefits and how it should be used • Link selling • Closing the sale • Use of samples • Recording the sale <p>2.8.1 To include:</p> <ul style="list-style-type: none"> • Demonstrating good customer service • Recording any action taken • Taking advantage of marketing opportunities • Continued business • Minimising potential bad publicity <p>2.9.1 To include:</p> <ul style="list-style-type: none"> • Identifying the person in charge • Being aware of and following establishment complaint policies and procedures • Advise clients • Acknowledgement of any issues • Removal to a private, comfortable area • Allow the client to fully explain their problem without interruption • Listen carefully and clarify • Show empathy and do not argue • Try to resolve the situation and find a mutually agreeable solution • Make any explanations confidently, but calmly • Apologise for any inconvenience caused by the incident • Record details of the complaint for future reference and action any outcome • Provide good customer service |
| <p>Assessment</p> <p>Unit 818 - Client Care and Communication in Beauty Related Industries assignment guidance form AG818 may be downloaded from www.itecworld.co.uk</p> | <p>Unit 818 - Client Care and Communication in Beauty Related Industries assignment must be evidenced using assignment assessment form AA818. See www.itecworld.co.uk</p> |