



AG818

ITEC Level 2

Assignment Guidance Form

Unit 818 - Client Care and Communication in Beauty Related Industries

Explain the factors that influence Client Care and Communication in Beauty Related Industries

To include:

- Methods and use of consultation techniques to identify treatment objectives
- Methods and importance of using effective communication to identify client needs and expectations
- Definition of the term 'personal space' and its importance when dealing with clients
- The importance of providing the client with clear advice and recommendations
- The importance of client confidentiality in line with the Data Protection Act
- The importance of communication techniques to support retail opportunities
- The importance of client feedback and responding constructively
- Who to refer to and how to deal with client complaints

Your information may be presented in any of the following formats and may include some ICT:

- Written report
- Chart
- Spider diagram
- Graph
- Other pictorial presentation