

Communication in customer service

UBU2

The aim of this unit is to develop the knowledge and understanding on how to have effective communication with your customers and develop your skills in how you actively listen and respond to customer's queries.

Level

1

Credit value

2

GLH

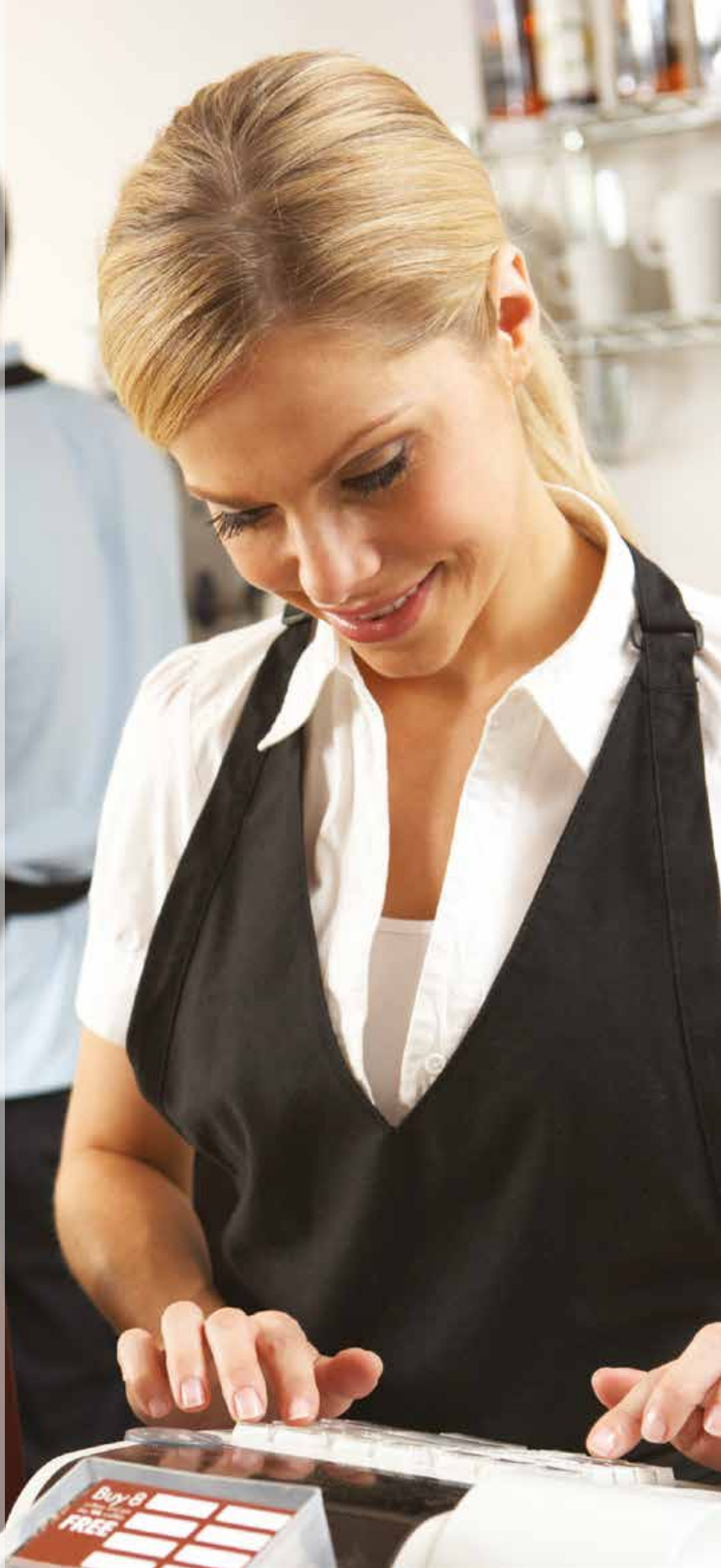
14

Observation(s)

2

External Paper(s)

0



Learning outcomes

On completion of this unit you will:

1. Be able to communicate with customers
2. Know how to communicate in a customer service role

Evidence requirements

1. Environment

Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).

2. Simulation

Simulation is allowed in this unit.

3. Observation outcomes

Competent performance of Observation outcomes must be demonstrated on **at least two occasions**. Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

4. Knowledge outcomes

There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.

5. Tutor/Assessor guidance

Your tutor **must** refer to the '**Skills CFA Assessment Strategy**' when delivering this unit. This can be found on www.vtct.org.uk under the relevant qualification page.

You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

For guidance on the assessment material for some individual units please refer to the '**Assessment Guidance**'. This can be found on www.vtct.org.uk under the relevant qualification page.

6. External paper

There is no external paper requirement for this unit.

Achieving observations

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of competent observations required is indicated in the Evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through professional discussion and/or oral questioning. This evidence will be recorded by your assessor in written form or by other appropriate means.

Your assessor will sign off a learning outcome when all criteria have been competently achieved.

Relationship to National Occupational Standards

This unit is linked to Customer Service (2013) National Occupational Standards:

- CFACSA3 Communicate effectively with customers
- CFACSA10 Deal with customers face-to-face
- CFACSD8 Work with others to improve customer service

Learning outcome 1

Be able to communicate with customers

You can:

- a. Listen “actively” to what customers are saying
- b. Check own understanding of customers’ needs
- c. Summarise information for customers
- d. Check that customers are satisfied with the information provided
- e. Follow organisational standards of behaviour and communication when interacting with customers
- f. Adhere to organisational policies and procedures, legal and ethical requirements when communicating with customers

*May be assessed by supplementary evidence.

| Observation | 1 | 2 | Optional |
|----------------------------|---|---|----------|
| Date achieved | | | |
| Criteria questioned orally | | | |
| Portfolio reference | | | |
| Assessor initials | | | |
| Learner signature | | | |

Developing knowledge



Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

*This is not an exhaustive list.

Learning outcome 2

Know how to communicate in a customer service role

| You can: | Portfolio reference |
|--|---------------------|
| a. Describe different methods of communicating with customers and when it is appropriate to use them | |
| b. Give examples of positive and negative customer service language | |
| c. State the importance of speaking clearly | |
| d. Describe how tone of voice can affect how customers perceive their experience | |
| e. Describe how body language conveys what someone is thinking or feeling | |
| f. Define the term “active listening” | |
| g. List the types of information needed to communicate effectively with customers | |
| h. State why it is important to pass information and messages to colleagues | |

Notes

Use this area for notes and diagrams



Notes

Use this area for notes and diagrams





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