

iUBT402 – Client care and communication in beauty-related industries

URN – Y/617/4346

Guided Learning Hours: 28

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to communicate and behave in a professional manner when dealing with clients	1.1. Behave in a professional manner within the workplace	<ul style="list-style-type: none"> • Demonstrating respect to clients and colleagues • Demonstrate good communication skills • Provide good customer service • Explaining the treatment/service/product to the clients • Demonstrate correct client care and professionalism at all times • Maintain professional appearance, personal hygiene and behaviour
	1.2. Use effective communication techniques when dealing with clients	<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 • Project professionalism, confidence and enthusiasm when providing information • Demonstrate positive body language and maintenance of eye contact • Show respect, being aware of interpersonal space
	1.3. Adapt methods of communication to suit different situations and client needs	<ul style="list-style-type: none"> • Verbal communication when dealing with clients face to face, or on the telephone • Provision of and/or gathering information for consultation and retail opportunity purposes • Non-verbal methods to give encouragement and/or convey empathy

		<ul style="list-style-type: none"> • Use of body language to project professional persona or 'open' body language to appear less intimidating • Use of braille home care advice leaflets for blind clients • Use of sign language for deaf clients • Use of written information for mail shots, or for promotions and advisory purposes • Use of telephone to book and/or confirm appointments • Use of text message service to confirm appointments • E-mail to contact customers • Use of websites and ICT to advertise services and treatments
	1.4. Use effective consultation techniques to identify treatment objectives	<ul style="list-style-type: none"> • An example of a consultation form can be downloaded from www.itecworld.co.uk • 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 • Contra-indications and contra-actions • Outline the benefits of the treatment • Importance of planning a treatment programme bearing in mind the client's religious, moral and social beliefs • Agreement to the course of action and treatment methods advised • Selection and documentation of treatment products • Informed consent • Explain as to how the programme will be evaluated and the review process • Confidentiality • Compliance with current data protection regulations • Agree treatment objectives and recommended treatment plan • Obtain the client's/parent or guardians signature

	1.5. Provide clear recommendations to the client	<ul style="list-style-type: none"> Based upon consultation, specific treatment analysis and relevant tests, recommendations for ongoing or further treatments, home and aftercare advice retail products and client's preferences
	1.6. Assess the advantages and disadvantages of different types of communication used with	<ul style="list-style-type: none"> Positive and negative aspects Indirect verbal (via 3rd person) Verbal Non-verbal Braille Sign language Text message service Body language Written Telephone E-mail
	1.7. Describe how to adapt methods of communication to suit the client and their needs	<ul style="list-style-type: none"> Verbal Non-verbal Braille Sign language Body language Written Text messaging service Telephone E-mail
	1.8. Explain what is meant by the term 'professionalism' within beauty related industries	<ul style="list-style-type: none"> Consultation process and checking for contra-indications Treatment/service explanation Compliance with any particular rights, restrictions and acts applicable to the respective service or treatment Code of practice/ethics Insurance and professional association membership Maintaining client care Protecting client modesty Duty of care Personal appearance and hygiene Trust Confidentiality Compliance with current data protection regulations

		<ul style="list-style-type: none"> • Never diagnosing • Following referral procedures • Integrity
	1.9. Explain the importance of respecting a client's 'personal space'	<ul style="list-style-type: none"> • Client comfort and the various aspects which may affect this <ul style="list-style-type: none"> - Ethnicity - Culture - Age - Gender - Religious beliefs - Nationality - Sexual orientation - Education - Physical appearance - Etiquette - Social class - Economic status
	1.10. Describe how to use suitable consultation techniques to identify treatment objectives	<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 • Good listening skills
	1.11. Explain the importance of providing clear recommendations	<ul style="list-style-type: none"> • Tailoring advice to client's personal needs based upon consultation, specific treatment analysis and relevant tests • Potential for continued and ongoing treatments • Correct home and aftercare advice given • Appropriate use of retail products in line with client's preferences • Checking for contra-indications • Scope of treatment(s)/service(s) • Demonstrating professionalism • Provision of good customer service
LO2 Be able to manage client expectations	2.1. Maintain client confidentiality in line with legislation	<ul style="list-style-type: none"> • Data Protection Act/GDPR • Maintaining and storing accurate records and client information • Compliance with current legislation and codes of conduct for written and computer held details

		<ul style="list-style-type: none"> • The role of the Information Commissioner's Office • Only gathering necessary and relevant information – job specific • Storing written and computer held information • Clients having access to written and computer held details • Not transferring information without adequate protection and/or need
	2.2. Use retail sales techniques to meet client requirements	<ul style="list-style-type: none"> • Good customer relations • Needs based selling • Good listening skills • Promotion of additional products and services • Asking appropriate questions • Identifying opportunities and customising service and/or products to meet client expectations • Product unique selling point • Good body language and eye contact • Provide information demonstrating knowledge of products/services • Explain the benefits and how it should be used • Link selling • Secure client agreement • Close the sale • Incorporate the use of samples • Recap main points of discussion • Record the sale
	2.3. Evaluate client feedback	<ul style="list-style-type: none"> • Recording and reviewing feedback • Take note of any recommendations • Store in line with current data protection legislation and professional codes of conduct • Good working practise • Ensuring that client's needs and requirements are met • Verbal feedback • Written feedback/client questionnaire • Thanking clients for their responses • Dealing with any complaints • Passing on feedback to all parties concerned
	2.4. Evaluate measures used to maintain client confidentiality	<ul style="list-style-type: none"> • Keeping up to date with current legislation and changes to the Data Protection Act/GDPR

		<ul style="list-style-type: none"> • Completing regular reviews of organisational procedures • Conducting regular staff meetings for provision of information and industry related legislative updates • Having a rigorous client confidentiality policy with regular reviews • Security of information • The role of the Information Commissioner's Office
	2.5. Explain the importance of adapting retail sales techniques to meet client requirements	<ul style="list-style-type: none"> • The use of 'loss leaders' to maintain client interest • Recognising client trends, fashion, needs and expectations • Keeping up to date with changes in the market e.g. male market • Implementation and maintenance of good stock control, checks and rotation of products • The use of loyalty cards and discounts for regular and valued clients • Rotating promotions for variety of goods and services • Providing excellent customer service • Checking and maintaining client satisfaction • Use of display tester stands (changed regularly) • Trial size products to meet with client approval • Integrity
	2.6. Identify methods of improving own working practices	<ul style="list-style-type: none"> • Analysing and evaluating performance • Reflective practice and self-assessment • Evaluation of strengths and weaknesses • Implementing a staff and/or personal development plan • Carrying out developmental activities and continual professional development • Regular reviews of performance and provision of updates • Analysing and evaluating feedback • Being flexible and adapting to change • Networking and sharing ideas • Monitoring and critically comparing changes made • Using specialist consultants and/or business analysts to review practices • Set personal and corporate targets that are specific, measurable, agreed, realistic and timed (SMART)
	2.7. Describe how to resolve client complaints	<ul style="list-style-type: none"> • Comply with and follow the establishment complaints policies and procedures

		<ul style="list-style-type: none"> • Establish who is qualified to deal with the complaint, identify and notify the person in charge • Advise the client of procedures • Escort the client to a private, comfortable area • Allow the client to fully explain their problem without interruption • Listen carefully and clarify any unclear points to ensure that the problem is fully understood • Show empathy regardless of blame and do not argue • Acknowledge problem areas • Try to resolve the situation and find a mutually agreeable solution • Make any explanations confidently but calmly • Maintain eye contact • Apologise for any inconvenience caused by the incident • Record details of the complaint and action taken • Demonstrate good customer care • Maintain accurate records in compliance with Data Protection Act/GDPR and current legislation
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Assessment	
Portfolio of evidence containing: <ul style="list-style-type: none"> • Assignment 	<p>Assignment guidance form may be down loaded from www.itecworld.co.uk</p> <p>Assignment must be evidenced using the assignment assessment form see www.itecworld.co.uk</p>

Guide to taught content
<p>The content contained within the unit specification is not prescriptive or exhaustive but is intended to provide helpful guidance to teachers and learners with the key areas that will be covered within the unit, and, relating to the kinds of evidence that should be provided for each assessment objective specific to the unit learning outcomes.</p>

Document History

Version	Issue Date	Changes	Role
v1	17/09/2019	First published	Qualifications and Regulation Co-ordinator