

iUCO71 – Quality management of client care in the hair and beauty sector

URN – H/617/5709

Guided Learning Hours: 50

Learning outcome	Assessment criteria	Taught content to include
LO1 Be able to review the overall client service experience as part of quality assurance	1.1. Evaluate client care procedures, using quality assurance and inspection processes	<ul style="list-style-type: none"> • Client care procedures • Pre-treatment information • Client consultation • Identification of client needs • Treatment procedures • Customer feedback • Quality assurance and inspection policies, procedures, processes and documentation
	1.2. Conduct a client satisfaction survey	<ul style="list-style-type: none"> • Methods of conducting customer survey i.e. written feedback, tick boxes, verbal feedback etc.
	1.3. Use client feedback and complaints to inform a review of the client service experience	<ul style="list-style-type: none"> • Customer feedback • Customer complaints • Client satisfaction survey • Recording of feedback or complaint • Communication within organisation • Response to client • Response within the organisation • Customer service
	1.4. Draw conclusions from the client satisfaction survey and client complaints	<ul style="list-style-type: none"> • Client satisfaction survey • Statistical evidence • Review procedures • Ongoing customer service targets and improvements

	1.5. Analyse client expectations	<ul style="list-style-type: none"> • Client consultation processes • Service and treatment information • Client records • Client expectations and treatment requirements • Realistic outcomes against client expectations • Customer satisfaction • Customer feedback
	1.6. Describe different quality assurance and inspection processes used within businesses in the hair and beauty sector	<ul style="list-style-type: none"> • Quality management system • Quality assurance/inspection policies, procedures and processes • Operating practices • Inspection sheets • Customer satisfaction surveys
	1.7. Describe how to conduct a client satisfaction survey	<ul style="list-style-type: none"> • Types of client satisfaction survey • Timescales • Questions • Client participation • Resources
	1.8. Explain the value of feedback and client complaints in reviewing the client service experience	<ul style="list-style-type: none"> • Customer expectations • Complaints policy • Feedback policy – positive and negative • Working practices review • Product review
	1.9. Analyse the impact of client satisfaction on the business	<ul style="list-style-type: none"> • Performance indicator • Company profile • Ongoing business • Market position • Business expansion • Promotional opportunities • Staff motivation • Cash flow • Budgets
	1.10. Explain the importance of meeting clients' expectations	<ul style="list-style-type: none"> • Target market • Identify client expectations and treatment requirements • Treatment planning to agree realistic outcomes to meet client's expectations • Review customer satisfaction and treatment requirements

		<ul style="list-style-type: none"> • Referral • Ongoing business
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LO2 Be able to implement and monitor procedures to improve the overall client service experience	2.1. Recommend approaches to or ways of improving the client service experience	<ul style="list-style-type: none"> • Formulating treatment menus in line with business concept • Developing operational objectives for services/treatments • Workforce planning to meet objectives and staffing requirements • Maintaining and increasing staff morale, motivation and workforce participation • Improving working practices • Evaluation of staffing levels, facilities, equipment, tools and stock levels to maintain professional operations
	2.2. Engage staff in consultation necessary for effective implementation of a quality scheme	<ul style="list-style-type: none"> • Employee engagement • Quality management policies, procedures and processes
	2.3. Evaluate the effectiveness of newly implemented procedures	<ul style="list-style-type: none"> • Staff feedback • Staff morale and motivation • Customer satisfaction surveys • Targets
	2.4. Propose new systems or modifications to existing systems that could improve the client service experience	<ul style="list-style-type: none"> • Interpret the client experience to monitor and improve working practices and treatment procedures • Review client consultation processes • Service and treatment scope • Service and treatment information • Client records • Customer satisfaction • Identify client expectations and treatment requirements • Customer support • Current trends • Review of working practices • Utilise client feedback to review customer satisfaction and treatment requirements to improve client service experience
	2.5. Evaluate own quality management of client care	<ul style="list-style-type: none"> • Self-assessment • Reflective practice
	2.6. Describe different approaches to quality management of client care within the hair and beauty sector	<ul style="list-style-type: none"> • Key staff roles and responsibilities • Ensuring that all staff are appropriately trained and have knowledge of required quality systems

	2.7. Explain the importance of staff engagement to the success of newly implemented procedures	<ul style="list-style-type: none"> • Staff performance and motivation • Performance reviews • Staff development • Productivity • Performance indicators • Business concept/vision
	2.8. Explain the importance of monitoring the effectiveness of newly implemented procedures	<ul style="list-style-type: none"> • Targets • Customer satisfaction • Productivity • Performance indicators • Business growth and development
	2.9. Explain the factors necessary for 'continuous improvement'	<ul style="list-style-type: none"> • Customer satisfaction and requirements • Current industry trends • Staff productivity • Working practices • Current legislation
	2.10. Explain how quality management can be measured	<ul style="list-style-type: none"> • Current legislation • Independent auditing • Certification e.g. ISO certification • QMS compliant

Assessment	
Portfolio of evidence containing: <ul style="list-style-type: none"> • Assignment 	The assignment is internally assessed by the college lecturer and verified by the external quality assurer. Assignment guidance and assignment assessment form, which must be used, can be downloaded from the iTEC website www.itecworld.co.uk .

Guide to taught content
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.

Document History

Version	Issue Date	Changes	Role
v1	23/08/2019	First published	Qualifications and Regulation Co-ordinator