
Assignment Guidance Form

iUBT309 – Client care and communication in beauty-related industries

Explain the factors that influence client care and communication in beauty-related industries, including:

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

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

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