

iUBT309 – Client care and communication in beauty-related industries

URN – M/617/4286

Guided Learning Hours: 20

Learning outcome	Assessment criteria	Taught content to include
LO1 Know how to communicate with clients	1.1. Explain how to use effective communication techniques	<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 • Professionalism, confidence and enthusiasm • Positive body language and maintenance of eye contact • Show respect, being aware of interpersonal space
	1.2. Explain how to use client 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 • Importance of planning a treatment programme bearing in mind the client's religious, moral and social beliefs

		<ul style="list-style-type: none"> • Treatment methods • Selection and documentation of treatment products • Informed consent • Confidentiality • Treatment plan • Client's signature
	1.3. Explain how to provide the client with clear advice and recommendations	<ul style="list-style-type: none"> • Based upon consultation, relevant tests, make recommendations for ongoing or further treatments, home and aftercare advice • Check client understanding • Provide written confirmation
	1.4. Outline different forms of communication used to deal with clients	<ul style="list-style-type: none"> • Including the use of: <ul style="list-style-type: none"> - Verbal - Non-verbal - Braille - Sign language - Body language - Written - Telephone - E-mail
	1.5. Describe how to use consultation techniques to identify treatment objectives	<ul style="list-style-type: none"> • To include the importance of: <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
	1.6. State the importance of using effective communication to identify client needs and expectations	<ul style="list-style-type: none"> • Selection, adaptation and provision of the correct treatment, products, tools and equipment based upon client consultation, needs and preferences • Client commitment • Possible restrictions • Identification of when to and when not to treat a client
	1.7. Describe the term 'personal space'	<ul style="list-style-type: none"> • The distance thought to be comfortably acceptable between one person and another, taking into account factors such as: <ul style="list-style-type: none"> - Ethnicity - Age - Gender

		<ul style="list-style-type: none"> - Religious beliefs - Nationality
	1.8. State the importance of providing the client with clear advice and recommendations	<ul style="list-style-type: none"> • Explanation of treatment, product and/or service • Client care and support • Professionalism • Continued and ongoing effects maintained • Conclusion of treatment, product and/or service in appropriate manner to meet client's needs • Continued client custom, goodwill and personal recommendation

LO2 Know how to provide client care	2.1. Explain how to maintain client confidentiality in accordance with legislation	<ul style="list-style-type: none"> • Data Protection Act/GDPR • Maintaining and storing records • Written and computer held information
	2.2. Describe how to gain feedback from clients on client care	<ul style="list-style-type: none"> • Good working practice • Ensuring the client is comfortable, warm and correctly supported • Ensuring minimal discomfort to client (where appropriate) • Ensuring that client's needs are met • Verbal feedback • Written feedback/client questionnaire
	2.3. Explain how to respond to feedback in a constructive way	<ul style="list-style-type: none"> • Having a positive attitude at all times • Awareness of body language • Remain objective and proactive
	2.4. Explain how to refer client complaints to the relevant person	<ul style="list-style-type: none"> • Being aware of and following establishment complaint policies and procedures • Line manager • Establishment manager/owner
	2.5. Describe how to assist in client complaints being resolved	<ul style="list-style-type: none"> • Acknowledgement of any mistakes • Removal to a private, comfortable area • Allow the client to fully explain their problem without interruption • Listen carefully and clarify • Show empathy and do not argue • Try to resolve the situation and find a mutually agreeable solution • Make any explanations confidently, but calmly • Apologise for any inconvenience • Record details of the complaint for future reference

		<ul style="list-style-type: none"> • Use the situation to demonstrate good customer service
	2.6. Describe client confidentiality in line with current Data Protection legislation	<ul style="list-style-type: none"> • Relevant, not excessive gathering of information in the consultation process • Ensuring information is accurate, up to date and only used for job specific purposes • Security of information kept for no longer than is necessary • Fairly and lawfully processing information • Not transferred to other countries without adequate protection or need • Rights of the client to know what information is held about them on computer and in written format
	2.7. Explain the importance of communication techniques to support retail opportunities	<ul style="list-style-type: none"> • Increased business and profits • Increased therapist commission • Good customer relations • Having good listening skills • Asking appropriate questions • Identifying client needs • Good body language and eye contact • Good knowledge of products/services • Explaining the benefits and how it should be used • Link selling • Closing the sale • Use of samples • Recording the sale
	2.8. State the importance of client feedback and responding constructively	<ul style="list-style-type: none"> • Demonstrating good customer service • Recording any action taken • Taking advantage of marketing opportunities • Continued business growth • Minimising potential bad publicity
	2.9. Outline how to refer and assist in client complaints	<ul style="list-style-type: none"> • Identifying the person in charge • Being aware of and following establishment complaint policies and procedures • Advise clients • Acknowledgement of any issues • Removal to a private, comfortable area • Allow the client to fully explain their problem without interruption

		<ul style="list-style-type: none"> • Listen carefully and clarify • Show empathy and do not argue • Try to resolve the situation and find a mutually agreeable solution • Make any explanations confidently, but always remain calm • Apologise for any inconvenience caused by the incident • Record details of the complaint for future reference and action any outcome • Provide good customer service
--	--	---

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 examiner. 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	27/08/2019	First published	Qualifications and Regulation Co-ordinator