UBU8

Communicate with customers in writing

The aim of this unit is to develop your knowledge, understanding and skills to be able to communicate with customers in writing. You will learn the different types of written communication, how to gather the information needed and the correct customer service language to use.

Level

2

Credit value

3

GLH

20

Observation(s)

0

External paper(s)

0



Communicate with customers in writing

Learning outcomes

On completion of this unit you will:

1. Understand how to communicate with customers in writing
2. Be able to plan written communications to customers
3. Be able to communicate with customers in writing

Evidence requirements

1. *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.
2. *Tutor/Assessor guidance*
   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 '**Qualification Specification**'. This can be found on www.vtctskills.org.uk.
3. *External paper*
   There is no external paper requirement for this unit.

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.*

Relationship to National Occupational Standards

Customer Service (2013) National Occupational Standards:

- CFACSA13 Deal with customers in writing or electronically

Knowledge



Learning outcome 1

Understand how to communicate with customers in writing

You can:	Portfolio reference
a. Explain why it is necessary to use different forms of written communication for different purposes	
b. Describe practices for producing different forms of written communications	
c. Describe the potential benefits and limitations associated with communicating with customers in writing	
d. Explain the implications of confidentiality and data protection in communicating with customers in writing	



Learning outcome 2

Be able to plan written communications to customers

You can:	Portfolio reference
a. Identify the objective(s) of the communication	
b. Gather the information needed to draft the communication	
c. Select the form of written communication that is most likely to lead to customer satisfaction within the service offer	



Learning outcome 3

Be able to communicate with customers in writing

You can:	Portfolio reference
a. Produce communications that recognise customers' points of view in accordance with organisational standards, styles and tone	
b. Use language that is clear and concise, adapting it to meet identified customer needs	
c. Record decisions and actions taken and the reasons for them	
d. Adhere to organisational policies and procedures, legal and ethical requirements when communicating with customers in writing	

Notes

Use this area for notes and diagrams

