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| <b>Unit Title:</b>     | <b>Deal with customers face to face</b> |
| Unit number            | A10                                     |
| Level:                 | 2                                       |
| Credit value:          | 5                                       |
| Guided learning hours: | 33                                      |

## Unit purpose and aim

This unit is about the skills the learner needs to deal with their customer in person and face to face. When they are working with a customer in this way, good feelings about the way the learner looks and behaves can improve how their customer feels about the transaction and give them greater satisfaction. Whilst verbal communication is important, the learner focus on their customer and the relationship that is formed also depends on the non-verbal communication that takes place between them. The learner will have many opportunities to impress their customer and their behaviour in this situation can make all the difference to customer behaviour and the satisfaction that they feel.

| Learning Outcomes  | Assessment Criteria  | Knowledge, understanding and skills   |
|--|--|---|
| <p><b>The Learner will:</b></p> <p>1 Communicate effectively with their customer</p> | <p><b>The Learner can:</b></p> <p>1.1 Plan a conversation with their customer that has structure and clear direction</p> <p>1.2 Hold a conversation with their customer that establishes rapport</p> <p>1.3 Focus on their customer and listen carefully to ensure that they collect all possible information they need from the conversation</p> <p>1.4 Explain their services or products and their organisation's service offer to their customer clearly and concisely</p> <p>1.5 Adapt their communication to meet the individual needs of their customer</p> <p>1.6 Anticipate their customer's requests and needs for information</p> | <p>Candidates must be able to:</p> <ul style="list-style-type: none"> <li>• Communicate effectively with customers including: <ul style="list-style-type: none"> <li>- Planning conversations</li> <li>- Creating a rapport with the customer</li> <li>- Use a range of listening techniques to collect information</li> <li>- Explaining the products/services</li> <li>- Adapting communication techniques to meet individual needs</li> <li>- Anticipating needs</li> <li>- Balancing the needs of all customers</li> <li>- How to deal with difficult customers affecting others</li> </ul> </li> </ul> |

| Learning Outcomes  | Assessment Criteria  | Knowledge, understanding and skills  |
|--|--|--|
|  | <p>1.7 Balance conflicting demands for their attention whilst maintaining rapport with their current customer</p> <p>1.8 Calm down situations when one customer is adversely affecting the customer service enjoyed by other customers</p>   |  |
| <p>2 Improve the rapport with their customer through body language</p> | <p>2.1 Present a professional and respectful image when dealing with their customer</p> <p>2.2 Show an awareness of their customer's needs for personal space</p> <p>2.3 Focus their attention on their customer so that non-verbal signs do not betray disinterest, boredom or irritation</p> <p>2.4 Ensure that their customer focus is not disrupted by colleagues</p> <p>2.5 Observe all customers and the total customer service situation whilst maintaining rapport with their current customer</p> <p>2.6 Observe their customer to read non-verbal clues about the customer's wishes and expectations</p> | <p>Candidates must be able to present a professional and respectful image including:</p> <ul style="list-style-type: none"> <li>• Showing awareness of the needs of their customers</li> <li>• Being aware of non-verbal signs</li> <li>• Focusing on customer needs</li> <li>• Not allowing themselves to be distracted</li> <li>• Balancing the needs of all customers</li> </ul>  |
| <p>3 Understand how to deal with customers face to face</p>            | <p>3.1 Explain the importance of speaking clearly and slowly when dealing with a customer face to face</p> <p>3.2 State the importance of taking the time to listen carefully to what the customer is saying</p> <p>3.3 Identify the organisation's procedures that impact on the way they are able to deal with their customers face to face</p> <p>3.4 Describe the features and benefits of the organisation's services or products</p>   | <p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• A range of communication and listening techniques when dealing with customers face to face</li> <li>• Non-verbal signs including body language</li> <li>• Organisational procedures</li> <li>• Key features and benefits of the organisation's products and/or services</li> <li>• The organisation's service offer</li> <li>• The difference between assertiveness, aggressive and passive</li> </ul> |

| Learning Outcomes | Assessment Criteria   | Knowledge, understanding and skills   |
|-------------------|---|---|
|                   | <p>3.5 Explain the organisation's service offer and how it affects the way they deal with customers face to face</p> <p>3.6 Explain the principles of body language that enables them to interpret customer feelings without verbal communication</p> <p>3.7 Explain the difference between behaving assertively, aggressively and passively</p> <p>3.8 Explain why the expectations and behaviour of individual customers will demand different responses to create rapport and achieve customer satisfaction</p> <p>3.9 Describe the agreed and recognised signs in customer behaviour in their organisation that indicates that their customer expects a particular action by them</p> | <ul style="list-style-type: none"> <li>• Different customer expectations and behaviours and how to create a rapport with the individuals</li> </ul> |

## Assessment

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This qualification is internally assessed by centre staff and externally verified by OCR Assessors.

## Evidence requirements

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1. Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this Unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this Unit. (*Guidelines for a Realistic Working Environment can be found in the OCR Customer Service Centre Handbook which can be downloaded from the OCR website: [www.ocr.org.uk](http://www.ocr.org.uk)*).
2. You may collect the evidence for the Unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
3. You must provide evidence that shows you have done this over a sufficient period of time with different customers on different occasions for your assessor to be confident that you are competent.

4. Your evidence must include examples of dealing with customers who:
  - a have standard expectations of your organisation's customer service
  - b have experienced difficulties when dealing with your organisation
  - c have made a specific request for information
  - d need to be informed of circumstances of which they are unaware.
5. Your evidence must include examples of dealings with customers that are:
  - a planned
  - b unplanned.
6. You must provide evidence of dealing with customers face to face:
  - a during routine delivery of customer service
  - b during a busy time in your job
  - c during a quiet time in your job
  - d when people, systems or resources have let you down.
7. You must include examples of how you have made use of :
  - a verbal communication skills
  - b non-verbal communication skills.

## Guidance on assessment and evidence requirements

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Please refer to the OCR Customer Service Centre Handbook available from the OCR website [www.ocr.org.uk](http://www.ocr.org.uk)

## National Occupational Standards (NOS) mapping/signposting

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This unit maps fully to competences outlined in the Customer Service 2010 (Institute of Customer Service) suite of National Occupational Standards.

## Additional information

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For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications*' (A850) on the OCR website [www.ocr.org.uk](http://www.ocr.org.uk)