

<b>Unit Title:</b>	<b>Communicate effectively with customers</b>
Unit number	A3
Level:	2
Credit value:	5
Guided learning hours:	33

## Unit purpose and aim

To provide good customer service the learner needs to understand what customers want and how they feel. This means that they need to share information with them and listen carefully to them. Customers need to understand what the learner is telling them and what they are able to do for them. Communication is an essential skill for delivering good customer service.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p><b>The Learner will:</b></p> <p>1 Communicate effectively with customers</p>	<p><b>The Learner can:</b></p> <p>1.1 Listen actively to what customers are saying</p> <p>1.2 Identify the most important things that customers are telling them</p> <p>1.3 Respond appropriately to what customers are telling them</p> <p>1.4 Check that they understand what customers are telling them and make sure it is really what they mean</p> <p>1.5 Summarise information for customers</p> <p>1.6 Explain in a way that is clear and does not cause offence when they cannot help a customer</p> <p>1.7 Use appropriate body language when communicating with customers</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> <li>• How to listen to customers and identify the key points they are saying</li> <li>• How to check that they have understood what they have been told</li> <li>• Respond appropriately to customers providing clear explanations</li> <li>• How to ensure that they do not cause offence</li> <li>• Appropriate use of body language and how to read the body language of others</li> <li>• The importance of passing messages to colleagues</li> <li>• The importance of being polite and respectful to customers</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	1.8 Read customers' body language to help them understand their feelings and wishes 1.9 Deal with customers in a respectful, helpful and professional way at all times 1.10 Help to give good customer service by passing messages to colleagues	
2 Understand how to communicate effectively with customers	2.1 Identify the difference between hearing and listening 2.2 Explain how to listen actively 2.3 Describe how to read both positive and negative body language 2.4 Explain how to use body language effectively 2.5 State how to use questions to check that they understand what customers are telling them 2.6 Identify the difference between negative and positive language 2.7 Explain how to summarise 2.8 Explain why it is important to speak clearly 2.9 Explain why it is important to use words that the customer will understand 2.10 Describe how to communicate with customers who have language, dialect or accents that are different from theirs 2.11 Explain why the way things are said, and the tone of voice, affects the way a customer experiences customer service	Candidates must have an understanding of: <ul style="list-style-type: none"> <li>• The difference between hearing and listening</li> <li>• How to actively listen</li> <li>• How to read positive and negative body language</li> <li>• Types of questioning techniques to confirm understanding</li> <li>• The difference between negative and positive language</li> <li>• How to summarise information</li> <li>• The importance of speaking clearly and use words that customers understand</li> <li>• How to communicate with customers of different types and ethnicity</li> <li>• The effect the tone of their voice and things they say have on customer experiences</li> <li>• The types of information important to pass on to colleagues</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	2.12 Identify what information is helpful to pass on in messages to colleagues so that customers receive good service	

## 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. Wherever possible your evidence should be based on 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 based on a realistic working environment or a work placement is permissible. Simulation is not allowed for any 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 communication with customers may be face to face, in writing, by telephone, text message, email, internet (including social networking), intranet or by any other method you would be expected to use within your job role.
5. You need to include evidence that you have communicated effectively with customers:
  - a during routine delivery of customer service
  - b during a busy time in your job
  - c during a quiet time in your job.
6. You need to include evidence that you have communicated effectively with different customers who:
  - a have an easy going attitude
  - b have a difficult attitude
  - c are easy to understand
  - d are difficult to understand
7. The messages you pass on to colleagues may be verbal, in writing or passed on by any other method you would be expected to use within your job.

## 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)