

Unit Title:	Adapt your behaviour to give a good customer service impression
Unit number	A2
Level:	1
Credit value:	5
Guided learning hours:	33

Unit purpose and aim

This unit is all about how the learner's behaviour affects the way customers see them. Some customers expect different things from the service they offer but there are basic acceptable standards of behaviour and attitudes that they need to achieve. Their managers and supervisors also expect them to meet those standards. When they create the right impression and show a positive attitude they reduce the risk of somebody being upset or offended by the way they deal with them. This unit is appropriate for learners who have done jobs where they had limited contact with customers, are experiencing customer service work for the first time or are just starting their first job. If a learner has already successfully done full or part-time work dealing directly with customers, this may not be the right unit for them and they should consider the unit - "Maintain a positive and customer-friendly attitude".

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
<p>The Learner will:</p> <p>1 Look and act the part in order to provide a good customer service impression</p>	<p>The Learner can:</p> <p>1.1 Dress for customer service work in the way their organisation expects</p> <p>1.2 Show they are working hard and making efforts to impress customers</p> <p>1.3 Be in the right place at the right time to give a good impression and deliver good customer service</p> <p>1.4 Show good manners when dealing with customers</p>	<p>Candidates must have an understanding of:</p> <ul style="list-style-type: none"> • How their organisation expects them to dress • How to impress their customers by: <ul style="list-style-type: none"> - Working hard - Making an effort - Good timekeeping - Being polite
<p>2 Relate to their customers and to colleagues effectively</p>	<p>2.1 Explain the benefits of dealing with customers face to face or by telephone rather than using text, e-mail or writing</p> <p>2.2 Talk clearly to customers using words that they can understand</p>	<p>Candidate must have an understanding of:</p> <ul style="list-style-type: none"> • Why it is more beneficial to deal with customers face-to-face as opposed to other means

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	2.3 Talk to customers without using language that they would consider to be bad 2.4 Show a willing and friendly attitude when dealing with customers without being over-familiar 2.5 Help and cooperate with colleague	<ul style="list-style-type: none"> • How to talk to customers so that they understand and in a polite and considerate way • How to behave so that they appear to be willing and friendly with customers without being over-familiar. • How to help and support colleagues
3 Know how to adapt their behaviour to give a good customer service impression	3.1 Identify how the way they dress affects the way that customers react to the service they provide 3.2 Describe why customers may see particular types of dress as inappropriate and how their organisation expects them to dress 3.3 State why it is important for customers to feel that they are working hard to give them an excellent service 3.4 State why good timekeeping and making sure they are where they are expected to be is important to giving excellent customer service 3.5 Describe what behaviour is considered by most customers to be “good manners” and what is considered to be “bad manners” or rudeness 3.6 Identify what customers and colleagues might consider to be bad language and why it may offend people 3.7 Identify why customers feel better about the service they receive if they have a willing and friendly attitude 3.8 Describe how to behave so that they appear to be willing and friendly with customers without being over-familiar	Candidates must have an understanding of: <ul style="list-style-type: none"> • How the way you dress affects the way that your customers react to the service you provide • Why your customers may see particular types of dress as inappropriate • What behaviour is considered by most customers to be “good manners” and what is to considered to be “bad manners” or rudeness • Forms of bad language and how this can offend customers and colleagues • The fact that people are different and have different expectations for many reasons such as their age, culture and personality • Why customers feel better about the service they receive if you have a willing and friendly attitude • Ways to be friendly and willing without being over-familiar • What you can do to cooperate with colleagues in giving customer service and why that might be helpful

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	3.9 Identify what they can do to cooperate with colleagues in giving customer service and why that might be helpful	

Assessment

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

Evidence requirements

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).*
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 and 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 are positive and customer-friendly with customers who are:
 - a easy to deal with
 - b difficult to deal with
6. You need to include evidence that you are positive and customer-friendly:
 - a during routine delivery of customer service
 - b during a busy time in your job
 - c during a quiet time in your job.

Guidance on assessment and evidence requirements

Please refer to the OCR Customer Service Centre Handbook available from the OCR website www.ocr.org.uk.

National Occupational Standards (NOS) mapping/signposting

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

Additional information

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