

UNIT 104

DO YOUR JOB IN A CUSTOMER-FRIENDLY WAY

This unit is all about carrying out your job in a customer-friendly way. The unit sits within the customer service theme of Delivery. This theme covers the organisational behaviours and processes that affect how your customers experience service delivery.

WHY CUSTOMER SERVICE MATTERS TO... A DELI ASSISTANT

In any food outlet, it is important that the correct dress code is followed and that the first impression a customer gets is of a smart, clean and welcoming person. Working in such an environment also requires a knowledge of the health and safety regulations that apply.

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What this unit is about

Whatever job you do, customers expect you to do it properly and also expect you to consider their wishes and feelings while you are doing it. Doing your job properly involves correctly carrying out the tasks while following procedures. You also need to have the appropriate relationship with customers.

This unit covers how you do the job with the customer in mind in a way that the organisation and supervisors find acceptable. It will also help you to understand the parts of your job that are most important to good customer service.

AN EXAMPLE

Working in a restaurant you deal with a group of people who are out celebrating a birthday. You are dressed in the staff uniform and your professional dress has been noted by the customers. The main course has been slightly delayed and you are aware the customers are beginning to get a little restless. You explain that the delay has been because of the meal choices of a number of the group but spend time with them, keeping them aware of what is happening and focusing on their birthday celebrations. You are also keeping the kitchen aware of the group’s concern.

What have you done in your workplace that is similar?

Write your answer in this space...

...now talk to your assessor about how this could be turned into observed evidence.

Elements in this unit

When you have completed this unit, you will have proved that you:

104.1 can do your job in a customer-friendly way

104.2 know how to do your job in a customer-friendly way.

Key words and phrases for this unit

first impression

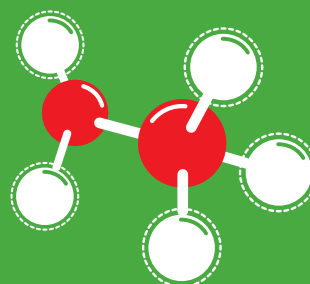
customer friendly

dress code

share information

work flexibly

service offer



Evidence from this unit could possibly be cross-referenced to standards within other units, e.g. **101, 103, 105, 106, 201, 202, 203, 207, 209, 210, 211 or 212.**

You should note

- 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 Assessment Strategy for Customer Service S/NVQs at Levels 1, 2, 3 and 4 – February 2010.)
- 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.



is for Image

In many organisations, uniforms are issued to ensure all staff meet a certain level of personal presentation. A uniform will create an easily recognised image of the organisation.

Assessed evidence

You need to show that you understand and are able to complete all the elements in this unit over a sufficient period of time, with different customers, on different occasions. Evidence may be gained through direct observation or products of work, recorded by your assessor and then referenced in the box below. On the next pages, these evidence references can be written in the relevant boxes of 'What you must cover', 'What you must do' and 'What you must know'.

Evidence reference	Evidence title	Assessment method

Assessment method key

O Observation **Q** Questioning **PE** Product Evidence
WT Witness Testimony **PD** Professional Discussion

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What you must cover

Evidence reference should be entered in the shaded areas below. You must cover **all** the points listed.

1 Your evidence must show that you have done your job in a customer-friendly way:

a during routine delivery of customer service

b during a busy time in your job

c during a quiet time in your job.

2 You need to include evidence that you are doing your job in a customer-friendly for customers who are:

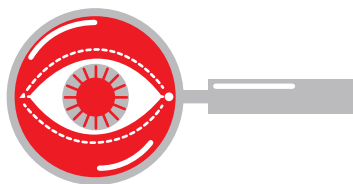
a easy to deal with

b difficult to deal with.



is for promise

If the organisation states a product can do something or a service will be available 24 hours a day, customers see this as a promise. Anything you say you or the organisation can do is also seen as a promise. Always be aware of what you say – don't promise something you can't deliver!



Get it covered...

It is important to do your job in a way that shows you know what the customer expects and what the organisation offers – that way you appear knowledgeable and the customer feels confident in what you are saying.

What you must do

Evidence reference should be entered in the shaded areas below. You must do **all** the points listed.

104.1 To do your job in a customer-friendly way, you must:

104.1.1 make a good first impression

104.1.2 follow the dress code of your organisation and present the right personal image to your customers

104.1.3 do the tasks that make up your job in a way that shows you know what your customers expect and what your organisation offers

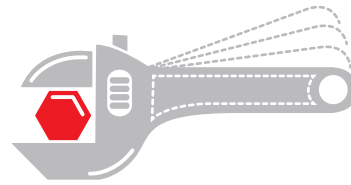
104.1.4 show consideration to customers when carrying out the tasks required in your job

104.1.5 respond willingly to routine requests and questions from customers and recognise when to pass a request on to an appropriate colleague

104.1.6 share information with customers about how delivery of the product or service is going

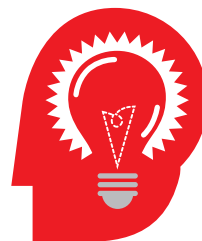
104.1.7 work flexibly to help individual customers without reducing the level of service you give to others

104.1.8 share information with colleagues when they need it to provide good customer service.



What's good to do?

Establishing rapport is vital in ensuring customer satisfaction. Customers want to feel as if they are your only customer and that you want to ensure their needs are met. To do this you need to get to know your customer and build a relationship. Even a little thing like using the customer's name can make a difference.



In the know...

If colleagues need information to provide good customer service, share the information you have as long as it is information they are authorised to know. Helping colleagues means they are likely to help you when you need it.

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What you must know

Evidence reference should be entered in the shaded areas below. You must know **all** the points listed.

104.2 To know how to do your job in a customer-friendly way, you must be able to:

104.2.1 describe your organisation's dress code

104.2.2 describe how to do the tasks that make up your job

104.2.3 identify how long parts of the job take to do and how this may affect your customers

104.2.4 describe how to do your own work in an organised way

104.2.5 identify what your customers expect of you and your work

104.2.6 identify the organisation's service offer and how this affects the way you do your work

104.2.7 state what you are allowed to do and not allowed to do for customers

104.2.8 state how to do your job in a way that is healthy and safe for you, your customers and your colleagues.

Unit sign-off

The evidence for this unit is valid, sufficient and an authentic record of the candidate's current competence and has been assessed under the requirements of the assessment strategy.

I confirm that the evidence provided is a result of my own work.

Signature of candidate	Date
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I confirm that the candidate has demonstrated competence by satisfying all of the criteria for this unit.

Signature of assessor	Date
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Countersignature of assessor	Date
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Signature of IV (if sampled)	Date
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Countersignature of IV	Date
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Signature of EV (if sampled)	Date
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