



UNIT 202

COMMUNICATE EFFECTIVELY WITH CUSTOMERS

This unit is about communicating effectively with a variety of customers using different methods of communication. The unit sits within the customer service theme of Impression and Image. This theme covers the organisational behaviours and processes that affect how your customers see you and your organisation.

WHY CUSTOMER SERVICE MATTERS TO... A PHARMACY ASSISTANT

Working as a pharmacy assistant requires active listening and checking what the customers are saying. The assistant must always confirm understanding of what the customers are saying and what they mean and need. A pharmacy assistant must always be respectful, helpful and professional in all dealings with customers.

N

is for negative body language

Body language is important in customer service. You need to always display positive body language, even when you are tired or your feet hurt!

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 Customer Service Assessment Strategy for 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.
- 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 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.

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 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.

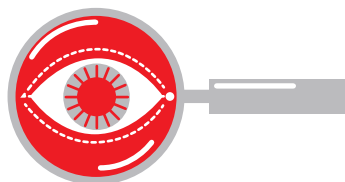
2 You need to include evidence that you have communicated effectively with different customers who:

- a have an easy-going attitude

- b have a difficult attitude

- c are easy to understand

- d are difficult to understand.



Get it covered...

When customers communicate with you, they don't just do it verbally. Watch their body language – it can tell you a lot about how they feel. Learn to read body language and it can tell you more than just words.



H is for honesty

In customer service, customers value honesty. If you are honest, customers feel they can trust you and are confident in the advice being given. Even if being honest means you are giving them information contrary to what they want to hear, honesty allows them to make decisions based on accurate information.

What you must do

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

202.1 To communicate effectively with customers, you must:

202.1.1 listen actively to what customers are saying

202.1.2 identify the most important things that customers are telling you

202.1.3 respond appropriately to what customers are telling you

202.1.4 check that you understand what customers are telling you and make sure it is really what they mean

202.1.5 summarise information for customers

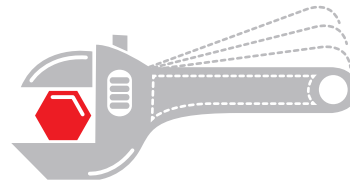
202.1.6 explain in a way that is clear and does not cause offence when you cannot help a customer

202.1.7 use appropriate body language when communicating with customers

202.1.8 read customers' body language to help you understand their feelings and wishes

202.1.9 deal with customers in a respectful, helpful and professional way at all times

202.1.10 help to give good customer service by passing messages to colleagues.



What's good to do?

Customers can give you clues in what they say and if you don't listen carefully you may miss what their true needs are and miss the opportunity to give your customers the excellent customer service they would like.



In the know...

There is considerable legislation and restriction on the data that can be held on customers and on its storage. If you don't follow procedures, your organisation could be breaking the law.

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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.

202.2 To understand how to communicate effectively with customers, you must be able to:

202.2.1 identify the difference between hearing and listening

202.2.2 explain how to listen actively

202.2.3 describe how to read both positive and negative body language

202.2.4 explain how to use body language effectively

202.2.5 state how to use questions to check that you understand what customers are telling you

202.2.6 identify the difference between negative and positive language

202.2.7 explain how to summarise

202.2.8 explain why it is important to speak clearly

202.2.9 explain why it is important to use words that the customer will understand

202.2.10 describe how to communicate with customers who have language, dialect or accents that are different from yours

202.2.11 explain why the way things are said, and the tone of voice, affects the way a customer experiences customer service

202.2.12 identify what information is helpful to pass on in messages to colleagues so that customers receive good service.

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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