



UNIT 216

USE QUESTIONING TECHNIQUES WHEN DELIVERING CUSTOMER SERVICE

This unit is about using questioning techniques when delivering customer service to a variety of customers. 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 BEAUTY THERAPIST

Beauty therapists want their clients to be relaxed. The therapist will work at establishing a rapport using a variety of questioning techniques to confirm what the client wants, listening carefully to their response and any concerns they may have.



is for consistency

In every organisation there are policies and procedures – some will be written some will not. Written or otherwise they exist to ensure all staff carry out tasks in the same way. If you don't follow them, mistakes can be made and customers dissatisfied.

You should note

- 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 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.

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

UNIT 216 (LEVEL 2 UNIT, 4 CREDITS)

USE QUESTIONING TECHNIQUES WHEN DELIVERING CUSTOMER SERVICE**What you must cover**

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

1 You must provide evidence of using questioning techniques when delivering customer service:

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.

2 You need to include evidence of using questioning techniques with customers who are:

a easy to deal with

b difficult to deal with.

*In the know...*

Hearing is not listening. We all hear a noise or that people are talking. Listening is when you actually take note of what you hear and respond in some way to it.

*is for learning*

No organisation stands still and the people who work there need to keep up to date with any changes and improvements put in place. Love to learn – if you continually learn and keep up to date you will be more confident in your approach to customers.

What you must do

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

216.1 To establish rapport and identify customer concerns, you must:

216.1.1 greet your customer sincerely and invite a full and open response

216.1.2 use planned or spontaneous lines to indicate to your customer that you empathise with their initial enquiry

216.1.3 invite a more detailed explanation from your customer

216.1.4 listen closely to your customer's responses to strengthen your understanding of customer concerns

216.1.5 use both open and closed questions to make appropriate connection with your customer and open the door to more detailed investigation

216.1.6 identify and note your customer's feelings and mood in relation to the information you are seeking.



is for probing

A probing question should be used when you need more information. It is useful when you haven't understood a customer's response and need to check understanding or when you need to investigate further what the customer needs and why.

216.2 To seek detailed information from customers using questioning techniques, you must:

216.2.1 follow a planned trail of questions to explore in detail customer concerns you have already identified

216.2.2 hold a spontaneous conversation with your customer to explore in detail customer concerns you have already identified

216.2.3 explain to your customer why you need the information you are asking for

216.2.4 use probing and searching questions that draw on comments or words used by your customer

216.2.5 thank your customer for the information in a way that encourages further open responses

216.2.6 use pre-planned routing and trigger questions that lead your customer to respond in new areas

216.2.7 follow organisational procedures to record customer responses to inform future actions.

UNIT 216 (LEVEL 2 UNIT, 4 CREDITS)

USE QUESTIONING TECHNIQUES WHEN DELIVERING CUSTOMER SERVICE

What you must know

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

216.3 To understand how to use questioning techniques when delivering customer service, you must be able to:

216.3.1 explain why establishing rapport makes it easier to draw information from customers

216.3.2 describe ways to greet customers that immediately build rapport

216.3.3 explain reasons for using planned question patterns to draw out particular information

216.3.4 explain reasons for using spontaneous conversation to draw out particular information

216.3.5 explain the importance of active listening when seeking detailed information from customers

216.3.6 identify the differences between and uses of closed and open questions

216.3.7 describe the importance of explaining to customers why information is needed

216.3.8 explain why particular trigger questions are effective in gaining specific information.

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
------------------------	------

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

Signature of assessor	Date
-----------------------	------

Countersignature of assessor	Date
------------------------------	------

Signature of IV (if sampled)	Date
------------------------------	------

Countersignature of IV	Date
------------------------	------

Signature of EV (if sampled)	Date
------------------------------	------