

## UNIT 309 (LEVEL 3 UNIT, 7 CREDITS)

**IMPROVE THE CUSTOMER RELATIONSHIP**

## Elements in this unit

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

- 309.1** can improve communication with your customers
- 309.2** can balance the needs of your customer and your organisation
- 309.3** can exceed customer expectations to develop the relationship
- 309.4** understand how to improve the customer relationship.

## 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. Evidence collected in a realistic working environment or a work placement is not permissible for this unit. Simulation is not allowed for any performance evidence within this unit.
- 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 309 (LEVEL 3 UNIT, 7 CREDITS)

# IMPROVE THE CUSTOMER RELATIONSHIP

## 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 include examples of using:

a organisational procedures

b exceptions to standard practice that are legal and benefit your organisation.

### 2 You need to provide evidence that you have dealt with customers who:

a have different needs and expectations

b appear angry or confused

c behave unusually.

## What you must do

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

### 309.1 To improve communication with your customers, you must:

309.1.1 select and use the best method of communication to meet your customers' expectations

309.1.2 take the initiative to contact your customers to update them when things are not going to plan or when they require further information

309.1.3 adapt your communication to respond to individual customers' feelings.

### 309.2 To balance the needs of your customer and your organisation, you must:

309.2.1 meet your customers' expectations within your organisation's service offer

309.2.2 explain the reasons to your customers sensitively and positively when customer expectations cannot be met

309.2.3 identify alternative solutions for your customers either within or outside the organisation

309.2.4 identify the costs and benefits of these solutions to your organisation and to your customers

309.2.5 negotiate and agree solutions with your customers which satisfy them and are acceptable to your organisation

309.2.6 take action to satisfy your customers with the agreed solution when balancing customer needs with those of your organisation.

### 309.3 To exceed customer expectations to develop the relationship, you must:

309.3.1 make extra efforts to improve your relationship with your customers

309.3.2 recognise opportunities to exceed your customers' expectations

309.3.3 take action to exceed your customers' expectations within the limits of your own authority

309.3.4 gain the help and support of others to exceed your customers' expectations.

## UNIT 309 (LEVEL 3 UNIT, 7 CREDITS)

**IMPROVE THE CUSTOMER RELATIONSHIP**

## What you must know

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

**309.4 To understand how to improve the customer relationship, you must be able to:**

309.4.1 describe how to make best use of the method of communication chosen for dealing with your customers

--

309.4.2 explain how to negotiate effectively with your customers

--

309.4.3 explain how to assess the costs and benefits to your customers and your organisation of any unusual agreement you make

--

309.4.4 explain the importance of customer loyalty and/or improved internal customer relationships to your organisation.

--

## 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