



Unit 2 Meeting the customers' needs

Description

This unit is about the practical skills and theoretical knowledge required to accurately and effectively identify and meet customers needs in relation to their vehicle and also the services available from your organisation. The unit focuses on the use of questioning, listening and communicating techniques in the context of delivering excellent customer care. It also considers the rights and responsibilities of both the customer and your organisation.

In order to achieve this unit the candidate is required to demonstrate they can combine a theoretical knowledge of best practice communication techniques with their practical application in the context of customer care.

Learning outcomes.

The candidate must

1. Communicate with customers
2. Identify customer needs and solutions
3. Understand and apply consumer law
4. Provide excellent customer care

1. Communicate with customers

- 1.1 Select an appropriate location to meet with the customer e.g. office, workshop, showroom.
- 1.2 Establish contact with the customer in a way that is appropriate to them, their needs and expectations and consistent with your organisations policy
- 1.3 Explain your role and the roles of others
- 1.4 Use listening and questioning techniques to establish the customers needs and expectations.
- 1.5 Reflect back to the customer the information you have obtained to confirm its accuracy and your understanding.
- 1.6 Take into account the customers circumstances and factors that may cause the customer distress or to distrust you or your organisation
- 1.7 Offer tangible reassurance to the customer e.g. direct contact details, a communications timescale, qualified staff, membership of professional associations.

2. Identify customer needs and agree solutions

- 2.1 Interpret and evaluate the information obtained from the customer and determine (where appropriate) a range of actions.
- 2.2 Seek the advice from colleague's or external sources where appropriate. e.g. manufacturers technical services, specialist equipment manufacturers

- 2.3 Provide the customer with a clear, jargon free explanation of the actions you propose to undertake and the reasons why. Take into account the customers views and responses.
- 2.4 Use questioning techniques to confirm the customers understanding of your proposals.
- 2.5 Agree with the customer the outcomes required, including timescales, costs and support services.

3. Understand and apply contract and consumer law

- 3.1 Understand the limits of your authority to enter into legally binding contracts on behalf of your organisation.
- 3.2 Understand the term agency and how an agency contract can be created
- 3.3 Understand how a legally binding contract can be created
- 3.4 Understand who can form a legally binding contract.
- 3.5 Understand the major provisions of the sale of goods act, the supply of goods and services act, the consumer protection act the trade descriptions act

4. Provide excellent customer care


- 4.1 Demonstrate knowledge of your own organisations current and future product and service developments.
- 4.2 Demonstrate knowledge of competitors current and future products and services
- 4.3 Understand the importance of making reasonable commitments and the importance of keeping them.
- 4.4 Understand your organisations customer care policy and the policies/codes of practice of any organisations of which your organisation is a member.
- 4.5 Understand the customer care policy of franchisors/suppliers
- 4.6 Recognise when a standard customer care policy is inappropriate and either take action to offer an alternative or seek the advice/authority of others to do so.
- 4.7 Promote the importance and benefits of excellent customer care within your own organisation e.g. profit and loss, public relations, customer retention, industry image.
- 4.8 Explain to the customer the costs of the vehicle repairs and how they have been arrived at.
- 4.9 Explain to the customer how the invoice is made up e.g. labour, parts, materials, contribution
- 4.10 Recognise the relationship between costs and customer's charges.
- 4.11 Recognise the effect on customer satisfaction and profitability of incorrect fault diagnosis and rectification

Assessment Requirements

Candidates are required to complete centre devised assignments to meet the requirements of the assignment evidence summary and learning outcomes. These assignments must be devised and marked in accordance with the City & Guilds centre devised assignment template.

Quality assurance

City & Guilds external verifiers will carry out sampling of candidates marked assignments to ensure compliance with the assessment and marking criteria

	HLQ
	Evidence Reference
Produce a report detailing the customer's needs and expectations following discussion.	
Produce a report detailing the agreed actions to fulfill the customer's needs and expectations.	
Produce a report detailing the resolution of the customer's needs and expectations including the customer's level of satisfaction.	

Unit assessment and verification declaration

<p>Candidate declaration: I confirm that the evidence listed for this unit is authentic and a true representation of my own work.</p> <p>Candidate name:</p> <p>Candidate enrolment number:</p> <p>Candidate signature: Date:</p>
<p>Assessor declaration: I confirm that this candidate has achieved all the requirements of this unit with the evidence listed. Assessment was conducted under the specified conditions and context, and is valid, authentic, reliable, current and sufficient.</p> <p>Assessor name:</p> <p>Assessor signature: Date:</p> <p>Countersignature: (if relevant) Date:</p>
<p>Internal verifier Declaration: (This section to be left blank if sampling of this unit did not take place.) I have internally verified the assessment work on this unit in the following ways (please tick):</p> <p>?sampling candidate and assessment evidence</p> <p>?observation of assessment practice</p> <p>?discussion with candidate</p> <p>?other – please state:</p> <p>I confirm that the candidate's work meets the standards specified for this unit and may be presented for external verification and/or certification.</p> <p>Internal verifier name:</p> <p>Internal verifier signature: Date:</p> <p>Countersignature: (if relevant) Date:</p>

Communicate and Liaise Effectively

Key/Core skills signposting

Key Skills	Core Skills
Communication: C2.1; C2.2; C2.3	Communication: Access 3, Outcome 2 Intermediate 1, Outcome 3
Application of Number: N2.1	Numeracy: Access 3, Outcome 1 Intermediate 1, Outcome 3
Information Technology: IT1.1; IT1.2; IT1.3	Information Technology: Access 3, Outcomes 1, 2 and 3
Working with Others: WO2.1; WO2.2; WO2.3	Working with Others: Intermediate 1, Outcomes 1, 2 and 3
Improving Own Learning and Performance: LP2.1; LP2.2; LP2.2.3	<i>No parallel unit.</i>
Problem Solving: PS2.1; PS2.2; PS2.3	Problem Solving: Intermediate 1, Outcomes 1, 2 and 3