

UNIT 103 (LEVEL 1 UNIT, 5 CREDITS)

ADAPT YOUR BEHAVIOUR TO GIVE A GOOD CUSTOMER SERVICE IMPRESSION

Elements in this unit

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

- 103.1** can look and act the part in order to provide a good customer service impression
- 103.2** can relate to your customers and to colleagues effectively
- 103.3** know how to adapt your behaviour to give a good customer service impression.

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.
- 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.

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 are positive and customer-friendly with customers who are:

a easy to deal with

b difficult to deal with.

2 You need to include evidence that you are positive and customer-friendly:

a during routine delivery of customer service

b during a busy time in your job

c during a quiet time in your job.

What you must do

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

103.1 To look and act the part in order to provide a good customer service impression, you must:

103.1.1 dress for customer service work in the way your organisation expects

103.1.2 show you are working hard and making efforts to impress customers

103.1.3 be in the right place at the right time to give a good impression and deliver good customer service

103.1.4 show good manners when dealing with customers.

103.2 To relate to your customers and to colleagues effectively, you must:

103.2.1 explain the benefits of dealing with customers face to face or by telephone rather than using text, email or writing

103.2.2 talk clearly to customers using words that they can understand

103.2.3 talk to customers without using language that they would consider to be bad

103.2.4 show a willing and friendly attitude when dealing with customers without being over-familiar

103.2.5 help and cooperate with colleagues to give good service to customers.

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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.

103.3 To know how to adapt your behaviour to give a good customer service impression, you must be able to:

103.3.1 identify how the way you dress affects the way that customers react to the service you provide

103.3.2 describe why customers may see particular types of dress as inappropriate and how your organisation expects you to dress

103.3.3 state why it is important for customers to feel that you are working hard to give them an excellent service

103.3.4 state why good timekeeping and making sure you are where you are expected to be is important to giving excellent customer service

103.3.5 describe what behaviour is considered by most customers to be 'good manners' and what is considered to be 'bad manners' or rudeness

103.3.6 identify what customers and colleagues might consider to be bad language and why it may offend people

103.3.7 identify why customers feel better about the service they receive if you have a willing and friendly attitude

103.3.8 describe how to behave so that you appear to be willing and friendly with customers without being over-familiar

103.3.9 identify what you can do to cooperate with colleagues in giving customer service and why that might be helpful.

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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