

UNIT 207

MAKE CUSTOMER SERVICE PERSONAL

This unit is all about how to make your customers feel that the service you are giving them addresses them as individuals. 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... AN AUTOMOTIVE BREAKDOWN TECHNICIAN

A breakdown technician meets and greets the driver at the scene of the breakdown. The technician discusses the problem with the driver, examines the vehicle, finds the fault, repairs it where possible at the roadside or transports the vehicle to a garage. In such a situation, drivers can be stressed and appreciative of a more personal, reassuring touch.

N

is for needs

Customers have different needs. They may want certain products or services for different reasons and may be driven by price, quality or timescales, for example. Always talk to your customers – never assume you know their needs. Remember that what customers want and need now may not be what they want and need in the future.

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.
- 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 must provide evidence of making customer service personal:

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 Your evidence must include examples of how you have dealt with customers who are:

a happy with the service they are receiving

b unhappy about the service they are receiving.

3 You must provide evidence that you have made customer service more personal:

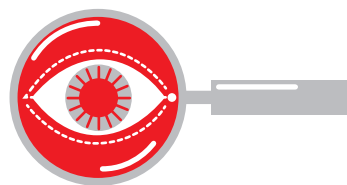
a when you have taken the initiative

b in response to an opportunity presented when your customer has asked a question.



is for satisfaction

Customer satisfaction is the feeling that a customer gets when he or she is happy with the customer service that has been provided. Customer satisfaction can increase through even the most basic of personal touches.



Get it covered...

Never be complacent about customer satisfaction. Not all customers will be happy. You have to work continuously at the customer service you offer. There will be obvious opportunities for you to improve your customer service by developing a personal approach. Take them!

What you must do

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

207.1 To identify opportunities for making customer service personal, you must:

207.1.1 identify which of your organisation's systems or procedures allows you to add a personal touch to your service

207.1.2 observe and listen to your customer carefully for signs that will guide how you personalise the service

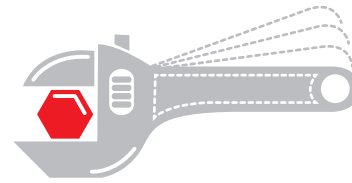
207.1.3 let your customer know that you understand and that you are there to help

207.1.4 identify opportunities to help or direct your customer outside of normal routines and procedures

207.1.5 identify customers with particular needs who would especially appreciate personal service

207.1.6 balance the time you take when giving individual attention to one customer with the needs and expectations of other customers

207.1.7 make extra efforts to show how willing and able you are to give a more personal service.



What's good to do?

Listen to your customers. They can give you the information you need to make the customer service they receive more personal. Focus attention on the customer. Work through the process of greeting the customer, using their name, speaking to them and then building a relationship.

207.2 To treat your customer as an individual, you must:

207.2.1 greet and deal with your customer in a way that respects them as an individual

207.2.2 focus your attention on the customer you are dealing with

207.2.3 always communicate with your customer in a friendly and open way

207.2.4 use your customer's name when it is known and appropriate

207.2.5 follow your organisation's guidelines about giving your customer your own name and contact details

207.2.6 concentrate on building a 'one-to-one' relationship with your customer by making them feel valued and respected.

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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.

207.3 To know and understand how to make customer service personal, you must be able to:

207.3.1 explain how the use of your customer's name makes service more personal

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207.3.2 describe personality types and their receptiveness to personalised services

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207.3.3 identify types of personal information about customers that should and should not be kept on record

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207.3.4 identify features of personal service that are most appreciated by customers with individual needs

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207.3.5 describe body language and approaches that promote open communication

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207.3.6 describe your organisation's guidelines on actions that are permissible outside of the normal routines and procedures

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207.3.7 explain your own preferences and comfort levels relating to how you are willing and able to personalise service.

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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