Unit 206 Communicate verbally with customers

UAN:	**D/506/2119**
Level:	2
Credit value:	3
GLH:	14
Relationship to NOS:	Customers Service (2013) National Occupational Standards: • CFACSA3 Communicate effectively with customers • CFACSB6 Use questioning techniques when delivering customer service
Assessment requirements specified by a sector or regulatory body:	This unit is endorsed by Skills CFA Assessment Strategy Competence units (S/NVQ)
Aim:	This unit aims to develop the knowledge and skills required to communicate verbally with customers. Upon completion of this unit, learners will be able to use customer service language to communicate with customers.

Learning outcome
The learner will: 1. understand how to communicate verbally with customers
Assessment criteria
The learner can: 1.1 explain the importance of effective communication in customer service 1.2 explain how **tone of voice, choice of expression and body language** can affect the way customers perceive their experience 1.3 explain why '**customer service language**' is used 1.4 describe different **questioning techniques** that can be used when communicating with customers 1.5 describe **verbal** and **non-verbal signals** that show how a customer may be feeling 1.6 describe the types of information needed when communicating verbally with customers.

Assessment guidance
The tone of voice, choice of expression and body language used when dealing with customers can show: • confidence or lack of it • anger or aggression • nervousness • abruptness • boredom • interest or disinterest • empathy • compassion **Customer service language** needs to be: • positive • able to put customers at ease • empathetic • clear • professional • easily understood • controlled 'Customer service language' needs to be used in all customer service situations for example: • handling a basic customer enquiry where it needs to be clear, easily understood and puts customers at ease • handling a customer complaint where it needs to be empathetic, controlled and professional. **Questioning techniques:** • open • probing • closed • leading **Verbal signals:** • positive -questions being asked, asking for clarification, use of key words • negative – lack of questions, use of negative words • positive and negative – tone of voice **Non-verbal signals:** • positive – smiling, nodding • negative – being easily distracted • positive and negative – eye contact, posture **Evidence may be supplied by:** • professional discussion • reflective account • questioning

Learning outcome
The learner will: 2. be able to use customer service language to communicate with customers
Assessment criteria
The learner can: 2.1 Identify customers' wants and priorities 2.2 **listen "actively"** to what customers are saying 2.3 communicate clearly, concisely and professionally with customers 2.4 use **a tone of voice and expression** that reinforces messages when communicating with customers 2.5 use language that reinforces empathy with customers 2.6 adapt their response in accordance with customers' changing behaviour 2.7 provide information and advice that meets customers' needs 2.8 maintain organisational standards of behaviour and communication when interacting with customers 2.9 check that customers have understood what has been communicated 2.10 adhere to **organisational policies and procedures**, **legal and ethical requirements** when communicating verbally with customers.

Assessment guidance
Listen actively: We all hear what is going on around us. Actively listening is when you do more than listen. You listen carefully and acknowledge you are listening by eg nodding, saying yes/no. **The tone of voice and expression** and body language used when dealing with customers can show: • confidence or lack of it • anger or aggression • nervousness • abruptness • boredom • interest or disinterest • empathy • compassion **Organisational policies and procedures** which relate to: • roles and responsibilities showing limits of authority • service offer • handling of customer issues

Legal requirements:
eg

- Sale of Goods Act (Sale and Supply of Goods to Consumers Regulations)
- Trade Descriptions Act
- Data Protection Act

Ethical requirements:

- organisational principles
- values
- fairness

Evidence may be supplied by:

- observation
- witness testimony
- professional discussion
- reflective account
- questioning
- organisational policies and , legal and ethical requirements*

Note: this unit is about communicating verbally and **not** communicating in writing which is covered in unit 207.

Here the candidate will require to be observed communicating verbally with a number of customers over time. In addition to observations, witness testimonies and other forms of evidence can be used.

* While the candidate can provide a copy of the organisational policies and of the organisational ethical policy/requirements (or refer to them), this on its own is not sufficient. The candidate will require to demonstrate their application and be able to discuss them, showing understanding of how they are applied. This also applies to legal requirements.

Internal/organisational documentation need not be held in the candidate's portfolio but held in the workplace with reference made to where it can be found and its relevance to the criteria.