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# GI9 customer service improvements

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Hairdressing can be a changeable business – trying to maintain a solid client base and project a professional salon image is not always easy. Your client needs to feel valued to reward you with their loyalty. Salons are becoming more inspirational when implementing client service ideas, with greater impact proving to be more successful. Within this unit, you will learn

how to gain and evaluate feedback from clients on services and products and develop ideas to boost client services. You will work as part of a team supporting others when implementing improvements your salon has introduced, to ensure that a visit to your salon is always a fantastic experience. This will maximise your business's potential, and that of the salon.



# Unit G19 (City & Guilds Unit 047)

## Support customer service improvements

### *Optional*

Hair by Sophia Hilton

2 Level 3 NVQ/SVQ Hairdressing

This unit has three outcomes.

#### Outcome 1

Use feedback to identify potential client service improvements

#### Outcome 2

Produce a range of creative images

#### Outcome 3

Evaluate your results against the design plan objectives



### Evidence requirements

To achieve this unit you must practically demonstrate in your everyday work that you have met the standards for supporting client service improvements. The standards cover things that you must do (performance criteria), and things that you must know.

### What you must do

Your assessor will observe your performance on at least **two** occasions. Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real clients, whether internal or external to the salon. 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 with this unit.

You may collect the evidence for the unit through work in a private sector salon, a not-for-profit salon or a public services salon.

You must provide evidence that shows you have done this over a sufficient period of time with different clients on different occasions for your assessor to be confident that you are competent.



#### Hints and tips

*Be a good listener; take on board what your client is saying to you, and sometimes what they're not saying!*

Image courtesy of Goldwell

## What you must cover

You will see key words in bold on the 'What you must do' list. For each of these, there is a range of things that you must cover. You must show that you have:

### Improved client service in the following ways:

through your own efforts

by working with others

### Been actively involved in at least two of the following changes:

linking client feedback with the reasons for the change

implementing the change

gathering client reactions to the change

### Showed the following effects of change:

the change has improved client service

your clients have reacted to the change

## What you must know

You will be assessed on your knowledge of the following:

Client feedback

Supporting change

This will be completed through written and oral questioning by your assessor. For details of what you must know, see page 9.

“

*The key to my success has been always maintaining a focus on client service.*

**Ben Dellicompagni**

”



Customer service improvements

## Useful words

Some terms that you will come across in this unit are explained below.

**Client rights** The client's legal rights to be protected as a consumer or purchaser of goods and services within your salon. You/your salon must comply with them.

**Client services** The services offered to clients for a business, for example hairdressing salons for hairdressing services and retail products.

**Communication** The exchange of ideas and information between groups or individual people to achieve a mutual understanding.

**Confidential information** Information about the client or business that you should not divulge.

**Contractual agreement** A verbal or written agreement undertaken by you/the salon and the client to carry out the agreed standard of service, providing the benefits discussed at the stated price.

**Data Protection Act** Legislation in place to protect personal information from misuse. For example, clients have the right to see the information that you have on your system about them, and to correct anything that they feel is inaccurate.

**Equal opportunities** By law, nobody should be discriminated against on the grounds of their age, race, gender or disability. There is legislation to enforce this, and you can see details at various websites, including [www.eoc.org.uk](http://www.eoc.org.uk).

**Evaluation** A method of reviewing the results of a decision, solution, process or action, for example to look at a service offered in the salon to see if timings could be improved.

**Legislation** Laws which must be adhered to, such as health and safety legislation.

**Questionnaire** A method of collecting feedback from clients to be used for evaluation purposes.



# Observation sign-off sheet

## Unit GI9 Support customer service improvements

### What you must do

4 Level 3 NVQ/SVQ Hairdressing

Within your work, you must show your assessor that you can do the following. You will be observed a number of times (as a guide, at least **two** times).

Each time you achieve **all** the points listed below within a single client service, your assessor will tick the circle and enter the date.

#### Outcome 1

##### Use feedback to identify potential client service improvements

- Gather informal feedback from your clients
- Use **client** feedback procedures to collect information from your clients
- Use the information from your clients to develop a better understanding of their **client service** experience
- Identify ways the **service** you give could be improved based on information you have gathered
- Share your ideas for improving **client service** with colleagues

Observation	1	2		
Achieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date				
Candidate signature				
Assessor signature				
IQA signature (if sampled)				
EQA signature (if sampled)				

*Continues on next page*

“

*Being a great hairdresser is 50% skill and 50% communication. For me, it's finding the client's expectations, then meeting and surpassing them.*

Richard Ward

”

## Outcome 2

### Implement changes in client service

- Identify a possible **change** that could be made to improve **client service**
- Present your idea for improving **client service** to a colleague with the appropriate authority to approve the **change**
- Carry out changes to **client service** procedures based on your own idea or proposed by your salon
- Keep your clients informed of changes to **client service**
- Give clients a positive impression of changes that have been made
- Work positively with others to support **client service** changes



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Observation	1	2		
Achieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date				
Candidate signature				
Assessor signature				
IQA signature (if sampled)				
EQA signature (if sampled)				

*Continues on next page*



*Getting client service right will financially benefit both you and your salon.*

#### Hints and tips

*Be willing to help clients, especially with their service needs, and make them feel important. After all, without clients you would not have a job!*



# Observation sign-off sheet

*Unit GI9 Support customer service improvements*

## What you must do (continued)

### Outcome 3

#### Assist with the evaluation of changes in client service

- a Discuss with others how changes to **client service** are working
- b Work with others to identify any negative **effects of changes** and how these can be avoided

Observation	1	2		
Achieved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Date				
Candidate signature				
Assessor signature				
IQA signature (if sampled)				
EQA signature (if sampled)				

“

*The catwalk is a great source of inspiration – always keep up with current trends.*

Charles Worthington

”



*A reputation for cutting-edge fashion can grow business rapidly.*

# Observation sign-off sheet

## Unit GI9 Support customer service improvements

### What you must cover



Before ticking the circles below, you must make sure that you have achieved 'What you must cover' in **all** the outcomes in which it occurs.

#### Client service

Tick the ways in which you have contributed to improving client service in each observation. **Both** ways must be covered.

	1	2		
Through your own efforts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By working with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Involvement in change

Tick the changes that you were actively involved with in each observation. You must be involved in at least **two** of them.

	1	2		
Linking client feedback with the reasons for the change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Implementing the change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gathering client reactions to the change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Effects of change

Tick the effects of change that you showed in each observation. You must show **both** of them.

	1	2		
How the change has improved client service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How your clients have reacted to the change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# Comment form

## Unit GI9

This form can be used to record oral questioning, or for assessor/candidate comments, if required.

### Comments

### Date

1

2



*Pay attention to the fine details of the service – the client will remember you!*

“

*You have to satisfy introverts and extroverts: you'll get both in your clientele.*

*Angelo Seminara*

”



# Knowledge sign-off sheet

## Unit GI9 Support customer service improvements

### What you must know

You need to understand:	Evidence type
<b>Client feedback</b>	
1 How client experience is influenced by the way service is delivered	E3
2 How client feedback is obtained	E3
<b>Supporting change</b>	
3 How to work with others to identify and support change in the way service is delivered	E3
4 Why it is important to give a positive impression to your client about the changes made by your salon even if you disagree with them	E3
Tick if E3 was an online test	<input type="radio"/> Date
Tick if E3 was a written test	<input type="radio"/> Date



You will be assessed on your knowledge and understanding of all the following points. This will be completed by your assessor, either by asking you questions within a conversation, or with a written test (evidence type E3). This could be an online test. Your assessor will let you know how s/he intends to assess you.

Once you have been assessed on each point, fill in the date and reference any written evidence that you've put in your portfolio.

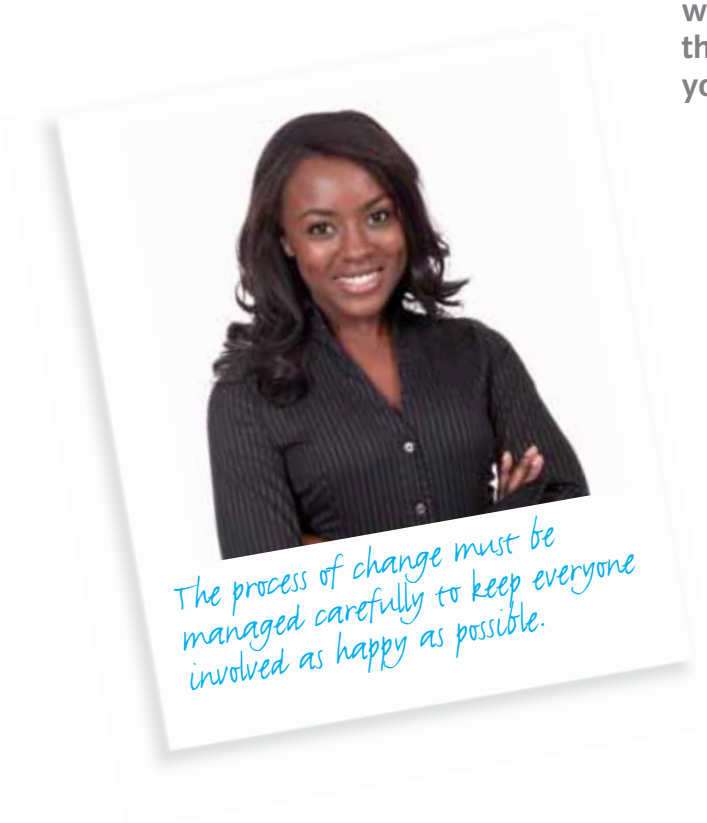






Image courtesy of Barry Craig

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### improvements

### *Optional*

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