

UNIT 102 (LEVEL 1 UNIT, 5 CREDITS)

MAINTAIN A POSITIVE AND CUSTOMER-FRIENDLY ATTITUDE

Elements in this unit

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

- 102.1** can show the right attitude for customer service
- 102.2** can show appropriate and positive behaviours to customers
- 102.3** know how to maintain a positive and customer-friendly attitude.

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.

102.1 To show the right attitude for customer service, you must:

102.1.1 speak to customers clearly and put them at their ease

102.1.2 recognise how customers are feeling and establish a rapport with them

102.1.3 show customers that you are willing and enthusiastic at all times

102.1.4 recognise that each customer is different and treat them as individuals

102.1.5 show customers respect at all times and under any circumstances

102.1.6 show customers that you can be relied on

102.1.7 show colleagues respect at all times and under any circumstances

102.1.8 show colleagues that you can be relied on.

102.2 To show appropriate and positive behaviours to customers, you must:

102.2.1 recognise and respond when a customer wants or needs attention

102.2.2 greet customers politely and positively

102.2.3 focus on customers and ignore distractions which are not important to them

102.2.4 react appropriately to situations that are important enough to interrupt your work with a customer

102.2.5 thank customers for the information they have given or for doing business with your organisation

102.2.6 help colleagues to provide good customer service.

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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.

102.3 To know how to maintain a positive and customer-friendly attitude, you must be able to:

102.3.1 identify signs that a customer gives when seeking attention

102.3.2 describe what rapport looks, sounds and feels like

102.3.3 identify what unimportant distractions are

102.3.4 identify what is important enough to interrupt your work with a customer

102.3.5 identify positive and negative body language and facial expressions

102.3.6 state how people are different and have different expectations for many reasons such as their age, culture and personality.

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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