



### UNIT 303

## DEAL WITH CUSTOMERS IN WRITING OR ELECTRONICALLY

This unit is all about communicating with customers in writing or electronically. 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... A PLUMBER

Plumbers should maintain permanent records of communication with customers on quotations and work completed. They may also need to produce flyers or advertising materials and respond to customer communication. The purpose of written communication needs to be clear and all written communication should be in a language that your customers will understand.

## DEAL WITH CUSTOMERS IN WRITING OR ELECTRONICALLY

Some customer service delivery involves communicating with your customer in a way that creates a permanent record, either in writing or by using electronic methods. This form of communication carries risks and implications that are less likely to apply to a conversation held with your customer face to face or on the telephone.

## AN EXAMPLE

**You work in a travel agency and receive a letter of complaint from a customer. Having replied, you then receive a response. You read through all the correspondence received and gather all the information, writing a final response to the customer detailing how you will deal with the complaint within organisational guidelines.**

**What have you done in your workplace that is similar?  
Write your answer in this space...**

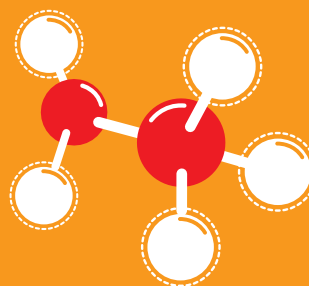
**...now talk to your assessor about how this could be turned into observed evidence.**

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

- |              |  |
|--------------|--|
| <b>303.1</b> | can use written or electronic communication effectively              |
| <b>303.2</b> | can plan and send an effective written or electronic communication   |
| <b>303.3</b> | can handle incoming written or electronic communications effectively |
| <b>303.4</b> | know how to deal with customers in writing or electronically.        |

## Key words and phrases for this unit

- operate equipment
- use clear and concise language
- adapt language
- assemble information
- summarise key points
- choose options



Evidence from this unit could possibly be cross-referenced to standards within other units, e.g. **101, 105, 201, 203, 207, 212, 219** or **221**.



## UNIT 303 (LEVEL 3 UNIT, 6 CREDITS)

**DEAL WITH CUSTOMERS IN WRITING OR ELECTRONICALLY**

## What you must cover

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

**1 Your evidence must include examples of dealing with customers who:**

- a have routine expectations of your organisation's customer service

- b have experienced difficulties when dealing with your organisation

- c have made a specific request for information

- d need to be informed of circumstances of which they are unaware.

**2 The style and tone of your communication must follow organisational guidelines and you must provide evidence that you have taken account of:**

- a your job role and position in your organisation

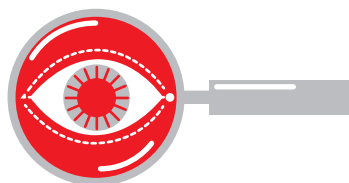
- b the personal style and preferences of your customer

- c the conventions of the medium of communication you are using.

**3 You must show that you have communicated with customers when:**

- a you have initiated the contact

- b you are responding to a customer.



### *Get it covered...*

When you write to a customer, think about whether the content of the communication fits the style in which it is written. Answering a complaint, for instance, requires a different tone and style from promoting a new service.

## What you must do

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

### 303.1 To use written or electronic communication effectively, you must:

303.1.1 operate equipment used to communicate in writing or electronically efficiently and effectively

303.1.2 ensure that the period of time between exchanges in writing or electronically represents excellent customer service

303.1.3 use language that is clear and concise

303.1.4 adapt your use of language to meet the individual needs of your customer

303.1.5 ensure that the style and tone of your written or electronic communication follows your organisation's guidelines and matches the service offer.

### 303.2 To plan and send an effective written or electronic communication, you must:

303.2.1 anticipate your customer's expectations taking account of any previous exchanges you may have had

303.2.2 assemble all the information you need to construct the communication

303.2.3 plan the objective of your communication

303.2.4 format your communication following your organisation's guidelines



## What they say...

When the customer comes first,  
the customer will last.

Robert Half, recruitment consultant

303.2.5 open the communication positively to establish a rapport with your customer

303.2.6 ensure that your customer is aware of the purpose of the communication as early as possible

303.2.7 summarise the key point of the communication and any actions that you or your customer will take as a result.

### 303.3 To handle incoming written or electronic communications effectively, you must:

303.3.1 read your customer's communication carefully to identify their precise reason for contacting you

303.3.2 identify what they are seeking as the outcome of the contact

303.3.3 identify all the options you have for responding to your customer and weigh up the benefits and drawbacks of each

303.3.4 choose the option that is most likely to lead to customer satisfaction within the service offer

303.3.5 summarise the outcome of the communication and any actions that you or your customer will take as a result.

## UNIT 303 (LEVEL 3 UNIT, 6 CREDITS)

**DEAL WITH CUSTOMERS IN WRITING OR ELECTRONICALLY**

## What you must know

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

**303.4 To know how to deal with customers in writing or electronically, you must be able to:**

303.4.1 explain the importance of using clear and concise language

303.4.2 explain the additional significance and potential risks involved in committing a communication to a permanent record format

303.4.3 describe the effects of style and tone on the reader of a written or electronic communication

303.4.4 explain the importance of adapting your language to meet the needs of customers who may find the communication hard to understand

303.4.5 describe your organisation's guidelines and procedures relating to written and electronic communication

303.4.6 explain how to operate equipment used for producing and sending written or electronic communications

303.4.7 explain the importance of keeping your customer informed if there is likely to be any delay in responding to a communication

303.4.8 explain the risks associated with the confidentiality of written or electronic communications.

## 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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