

# Unit 203 Maintain customer relations

## Unit Summary

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Identify and deliver services to meet customer needs. Customers may be internal or external to the organisation.

## Skills

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You will apply the following skills:

- Interpersonal skills
- Questioning
- Listening
- Negotiating
- Managing time

## Performance indicators

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You will:

### **Identify customer needs and expectations**

1. Build positive working relationships with customers
2. Identify and confirm customer needs and expectations
3. Agree timescales, quality standards or procedures to follow

### **Deliver services**

4. Provide services to agreed timescales and quality standards
5. Check customer needs and expectations are met
6. Resolve or refer customer complaints in a professional manner and to a given timescale

## Knowledge

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You will know:

1. What is meant by 'customer' and who your customers are
2. Why effective and efficient customer service is important
3. Why it is important to build positive working relationships with customers and how to do so
4. How to identify and confirm customer needs
5. The types of quality standards that are appropriate to your responsibilities
6. How to agree timescales and quality standards with customers and to meet these
7. The problems that customers may experience and who to report them to

8. The procedures you should follow to deal with customers' complaints and when you should use them
9. The response times you should meet when dealing with customer complaints, problems and general enquiries

## Evidence requirements

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This section is aimed at the assessor and sets out the evidence requirements for this unit.

1. Evidence for this unit is generated when your candidate is carrying out real work in a private sector organisation, not-for-profit organisation or public service organisation whether full-time or part-time, paid or voluntary.
2. For this unit, evidence may be collected in an approved Realistic Working Environment or an extended work placement.
3. Simulation is not allowed for this unit.
4. Evidence must show that your candidate has consistently met the standard over a sufficient period of time for you to consider the candidate competent.
5. You may use the following assessment methods when assessing this unit:

Performance evidence	Observation	Yes
	Examination of work products	Yes
Supplementary evidence	Witness testimony	Yes
	Questions *	Yes

\*This includes verbal and written questioning, questionnaires, work based tasks, reflective accounts, case studies, professional discussion and feedback reports.

6. Your candidate needs to show that they:

**Identify customer needs and expectations.** Evidence may include:

- Complaints records
- Memos
- Letters
- Telephone logs
- E-mails
- Training records
- Records of communications with customers

**Deliver services.** Evidence may include:

- Records of communications with customers, colleagues and suppliers
- Memos, letters, telephone logs, e-mails
- Adopted suggestions
- Minutes of meetings

## 7. Contingencies

Performance Indicator 6	If no complaints occur within the assessment period, records of previous complaints dealt with by the candidate should be looked for before considering 'what if' questions to confirm competence
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## 8. Evidence generated for this unit may contribute towards Unit 201:

- Communicate information
- Plan and be accountable for your work
- Improve your own performance
- Behave in a way that supports effective working

and Unit 202

- Work to achieve your organisation's purpose and values
- Support sustainability
- Support diversity
- Maintain security and confidentiality