



# Deliver customer service to challenging customers

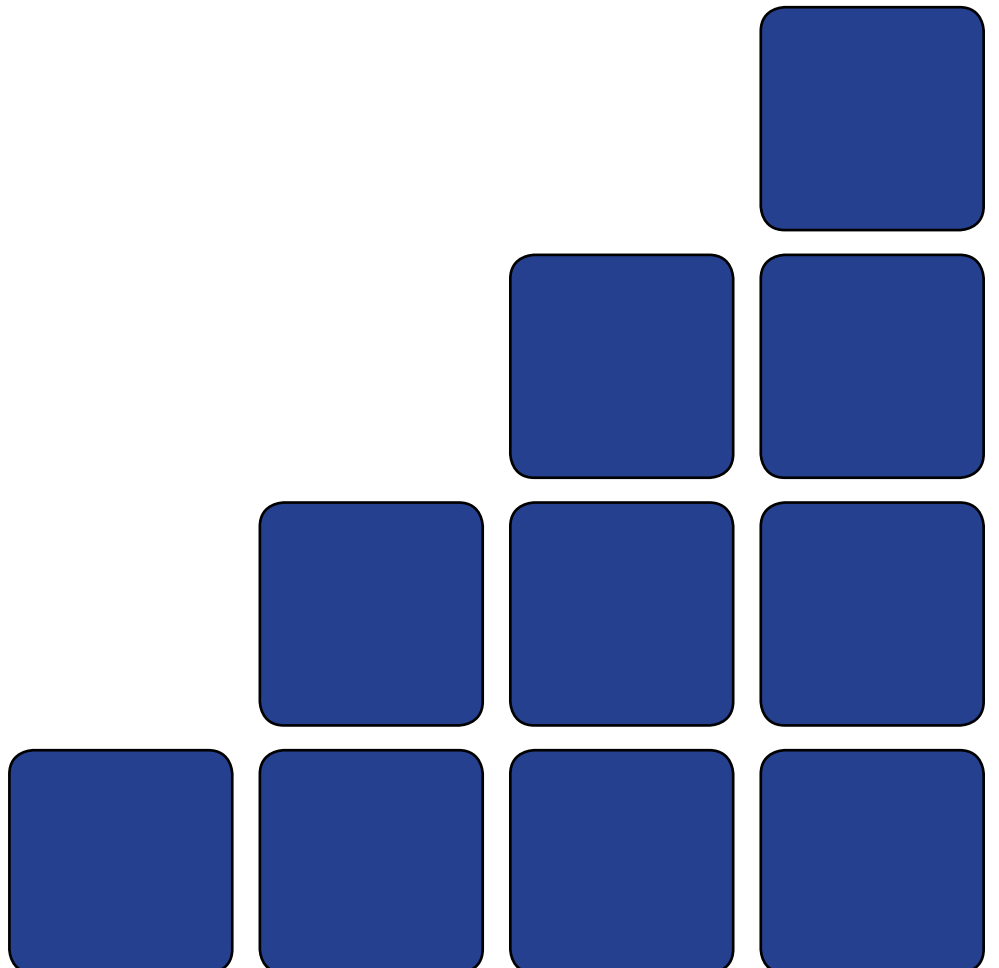
UBU31

F/506/2159

Learner name:

Learner number:

VRQ





# UBU31

## Deliver customer service to challenging customers

The aim of this unit is to develop the knowledge, understanding and skills to deal with challenging customers. You will learn the techniques needed to deal with different behaviours of individuals in a customer service environment.

Level

**2**

Credit value

**3**

GLH

**16**

Observation(s)

**2**

External paper(s)

**0**



# Deliver customer service to challenging customers

## Learning outcomes

On completion of this unit you will:

1. Be able to deal with challenging customers
2. Understand the delivery of customer service to challenging customers

## Evidence requirements

1. *Environment*  
Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).
2. *Simulation*  
Simulation is not allowed in this unit.
3. *Observation outcomes*  
Competent performance of Observation outcomes must be demonstrated on **at least two occasions**. Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

4. *Knowledge outcomes*  
There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.
5. *Tutor/Assessor guidance*  
Your tutor **must** refer to the '**Skills CFA Assessment Strategy**' when delivering this unit. This can be found on [www.vtct.org.uk](http://www.vtct.org.uk) under the relevant qualification page.  
  
You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.  
  
For guidance on the assessment material for some individual units please refer to the '**Assessment Guidance**'. This can be found on [www.vtct.org.uk](http://www.vtct.org.uk) under the relevant qualification page.
6. *External paper*  
There is no external paper requirement for this unit.

# Achieving observations

## Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of competent observations required is indicated in the Evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through professional discussion and/or oral questioning. This evidence will be recorded by your assessor in written form or by other appropriate means.

Your assessor will sign off a learning outcome when all criteria have been competently achieved.

## Relationship to National Occupational Standards

Customer Service (2013) National Occupational Standards:

- CFACSC4 Deliver customer service to challenging customers



# Observations

## Learning outcome 1

### Be able to deal with challenging customers

You can:

- a. Identify the signs that indicate that a customer is challenging
- b. Express understanding of customers' point of view without admitting liability
- c. Explain to customers the limits of the service they can offer
- d. Explain to customers the reasons for an organisation's position and policy
- e. Agree a way forward that balances customer satisfaction and organisational needs
- f. Obtain help from colleagues when options for action are beyond their level of authority
- g. Adhere to organisational policies and procedures, legal and ethical requirements when dealing with challenging customers

*\* May be assessed by supplementary evidence.*

Observation	1	2	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

# Developing knowledge

## Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below\*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

*\*This is not an exhaustive list.*



# Knowledge



## Learning outcome 2

### Understand the delivery of customer service to challenging customers

You can:	Portfolio reference
a. Describe different types of challenging customers in the customer service environment	
b. Explain an organisation's procedures and standards of behaviour for dealing with challenging customers	
c. Explain behaviours that make it challenging to deal with customers	
d. Explain the difference between assertive and aggressive behaviour	
e. Describe techniques to deal with customers' challenging behaviour	
f. Explain your own levels of authority for agreeing actions outside the service offer	
g. Explain why it is important that colleagues are informed when challenging customers re-open or escalate matters	

# Notes

Use this area for notes and diagrams



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