



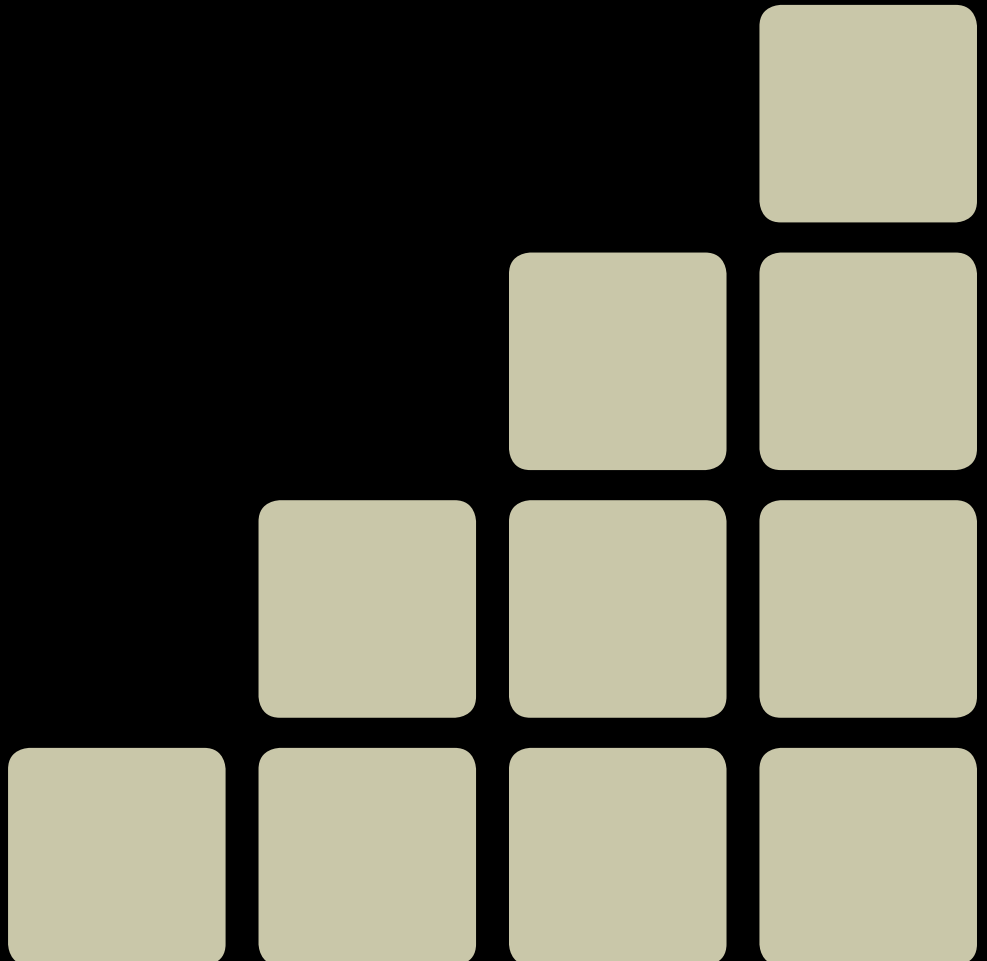
Give customers a positive impression of yourself and your organisation

UG21G17

L/601/0933

Learner name:

Learner number:



UG21G17

Give customers a positive impression of yourself and your organisation

Excellent customer service is provided by people who are good with people. Your behaviour affects the impression that customers form of the service they are receiving. This unit is all about communicating with customers and giving a positive impression whenever dealing with a customer. By doing this you will also be giving a positive impression of your organisation and the customer service it provides.

All of us enjoy the experience of good service if we feel that the person serving us really wants to create the right impression, respond to us and give us good information. Every detail of your behaviour when dealing with a customer counts.

NOS

G17

Level

2

Credit value

5

GLH

33

Observations

2

External paper(s)

0



Give customers a positive impression of yourself and your organisation

Learning outcomes

On completion of this unit you will:

1. Be able to establish rapport with customers
2. Be able to respond appropriately to customers
3. Be able to communicate information to customers
4. Know and understand how to give customers a positive impression of yourself and the organisation

Evidence requirements

1. 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.
2. You must provide evidence that shows you have done this over a sufficient period of time with different clients on **at least 2 different occasions** for your assessor to be confident that you are competent.
3. You must provide evidence of creating a positive impression with clients:
 - during routine delivery of client service
 - during a busy period for your salon
 - during a quiet period for your salon
 - when people, systems or resources have let you down.
4. You need to prove that you have dealt with clients who:
 - have different needs and expectations
 - appear angry or confused
 - behave unconventionally.
5. Your evidence must show that you respond to clients using your salon's procedures and guidelines.
6. Your communication with clients may be face to face, in writing, by telephone, text message, email, internet, intranet or by any other method you would be expected to use within your job role.
7. You must prove that you communicate with clients effectively by providing evidence that you:
 - use appropriate spoken or written language
 - apply the conventions and rules appropriate to the method of communication you have chosen.
8. There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of 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 oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

Maximum service times

There are no maximum service times that apply to this unit.

Achieving range

The range section indicates what must be covered. Ranges must be practically demonstrated as part of an observation. Your assessor will document the portfolio reference once a range has been competently achieved.



Observations

Outcome 1

Be able to establish rapport with customers

You can:

- a. Meet your organisation's standards of appearance and behaviour
- b. Greet your customer respectfully and in a friendly manner
- c. Communicate with your customer in a way that makes them feel valued and respected
- d. Identify and confirm your customer's expectations
- e. Treat your customer courteously and helpfully at all times
- f. Keep your customer informed and reassured
- g. Adapt your behaviour to respond to different customer behaviour

**May be assessed through oral questioning.*

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



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Outcome 2

Be able to respond appropriately to customers

You can:

- a. Respond promptly to a customer seeking help *
- b. Choose the most appropriate way to communicate with your customer
- c. Check with your customer that they have fully understood your expectations
- d. Respond promptly and positively to your customer's questions and comments
- e. Allow your customer time to consider your response and give further explanation when appropriate

*May be assessed through oral questioning.

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



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Outcome 3

Be able to communicate information to customers

You can:

- a. Quickly find information that will help your customer
- b. Give your customer information they need about the services or products offered by your organisation
- c. Recognise information that your customer might find complicated and check whether they fully understand
- d. Explain clearly to your customers any reasons why their expectations cannot be met *

* May be assessed through oral questioning.

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

Range



You must practically demonstrate that you have:

Created a positive impression with clients using all scenarios	Portfolio reference
During a routine delivery of client service	
During a busy period for your salon	
When people, systems and resources have let you down	
Dealt with all types of clients who	Portfolio reference
Have different needs and expectations	
Appear angry or confused	
Behave unconventionally	
Responded to all clients using salon procedures	Portfolio reference
Using salon procedures	
Using salon guidelines	
Used 3 out of 6 communication types	Portfolio reference
Face-to-face	
In writing	
By telephone	
Text message	
Internet	
Intranet	
Used all effective communication procedures	Portfolio reference
Appropriate to spoken or written language	
Appropriate to the conventions and rules applied to the methods of communication	

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:

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

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

Knowledge



Outcome 4

Know and understand how to give customers a positive impression of yourself and the organisation

You can:	Portfolio reference
a. Describe your organisation's standards for appearance and behaviour	
b. Explain your organisation's guidelines for how to recognise what your customer wants and respond appropriately	
c. Identify your organisation's rules and procedures regarding the methods of communication they use	
d. Explain how to recognise when a customer is angry or confused	
e. Identify your organisation's standards for timeliness in responding to customer questions and requests for information	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external paper.