PROWB7
Contribute to the provision of customer service

Overview

1. Develop and maintain effective relationships with customers
You must be able to develop and maintain effective relationships with customers. You must take time to develop positive relationships with customers and communicate in a way that promotes goodwill and trust. You must also ensure that your appearance and conduct are consistent with corporate image of your employer at all times. Any commitments you make to customers must be realistic, within the limits of your authority and can be met with operational constraints. If commitments cannot be met, you must communicate this to the customer in a way that maintains effective working relationships.

2. Provide service related information to customers
You must be able to provide service related information to customers. You must acknowledge requests for information promptly and provide sufficient information to meet customers' needs. You must ensure that your information is relevant, accurate, up to date and reflects organisational policy and is presented in a manner which aids understanding and maintains an effective relationship with the customer. You must promptly refer requests that are outside the limits of your authority to the relevant people and ensure that you maintain confidentiality at all times.

3. Assist in resolving customer complaints
You must be able to assist in resolving customer complaints. You must ensure that your communication with the customer regarding complaints is conducted in a polite manner and accurately establish the nature of the complaint. You must be able to propose actions in response to complaints that have been received and ensure these actions are verified with the customer in a manner that maintains effective relationships. Actions you take in response to a complaint must be within the limits of your authority and complaints and your actions to those complaints must be recorded accurately and reported promptly to the relevant person.

PROWB7
Contribute to the provision of customer service

Performance criteria

Develop and maintain effective relationships with customers

You must be able to:

P1 take time, within operational constraints, to develop positive relationships with customers
P2 communicate in a manner which promotes confidence, goodwill and trust
P3 ensure that your appearance and conduct are consistent with the corporate image at all times
P4 ensure that commitments made to customers are realistic, within the limits of your own authority and are met within operational constraints
P5 communicate with the customer in a way that maintains effective working relationships if commitments cannot be met

Provide service related information to customers

You must be able to:

P6 acknowledge requests for information promptly
P7 provide sufficient information to meet the customer's needs
P8 ensure that your information is relevant, accurate, up to date and reflects organisational policy
P9 present information in a manner which aids understanding and maintains an effective relationship with the customer
P10 promptly refer requests which are outside the limits of your authority to the relevant people
P11 maintain confidentiality at all times

Assist in resolving customer complaints

You must be able to:

P12 ensure that your communication with the customer regarding complaints is conducted in a polite manner
P13 accurately establish the nature of the complaint
P14 propose actions in response to complaints that have been received and ensure these actions are verified with the customer in a manner that maintains effective relationships
P15 ensure that the actions you take in response to complaints received are within the limits of your own authority
P16 record complaints accurately and report them promptly to the relevant person

PROWB7
Contribute to the provision of customer service

Knowledge and understanding

Develop and maintain effective relationships with customers

You need to know and understand:

K1 the organisational policy on developing and maintaining effective relationships with customers
K2 the range and essential features of services available, and how these relate to customer requirements
K3 how operational constraints impact on service provision
K4 the importance of establishing the position and authority of the customer
K5 what the corporate image is, and why it is important to promote it positively
K6 the limits of your own authority and the consequences of operating outside these limits
K7 the communication structures and procedures within your organisation
K8 the importance of effective communication and the implications of not communicating effectively

Provide service related information to customers

What you need to know and understand:

K9 the importance of good customer relations, and the consequences of failing to develop and maintain good customer relations
K10 the range and essential features of services available and how these relate to customer requirements
K11 the organisational policy on providing service related information to customers
K12 the importance of acknowledging requests for information promptly and the consequences of failing to do so
K13 why information must be relevant, accurate and up to date
K14 the correct manner in which to present information
K15 what to do when sufficient information to meet the customers needs is not immediately available
K16 the limits of your own authority and the consequences of operating outside these limits
K17 the communication structures and procedures within your organisation
K18 the type of customer request that must be referred to others in the organisation
K19 the importance of prompt referrals and informing the customer of such action
K20 the importance of maintaining confidentiality at all times
K21 the consequences of breaches of confidentiality
K22 the importance of effective communication and the implications of not communicating effectively
K23 the range of customers likely to be encountered, and the concept of and internal customer

Assist in resolving customer complaints

PROWB7
Contribute to the provision of customer service

What you need to knopw and understand:	K24	your organisational complaints procedure and the consequences of not following procedure
	K25	the importance of establishing the position and authority of the person making the complaint
	K26	the range and essential features of services available, and how these relate to customer requirements
	K27	how operational constraints can affect the services provided
	K28	the limits of your own authority and the consequences of operating outside these limits
	K29	why accurate and complete documentation is important, and the possible consequences of incorrect completion
	K30	the communication structures and procedures within your organisation
	K31	the importance of effective communication and the implications of not communicating effectively

PROWB7
Contribute to the provision of customer service

Developed by	ProSkills
Version number	1
Date approved	August 2007
Indicative review date	August 2012
Validity	Current
Status	Imported
Originating organisation	Skills for Logistics
Original URN	TGR4
Relevant occupations	Coal Mining Operatives; Managers in Mining; quarry workers and related operatives; Recycling and refuse disposal manager
Suite	Weighbridge Operations; Kitchen, Bedroom and Bathroom Design;
Key words	extraction; extractives; mineral; processing; goods vehicles; waste; recycling