

Title	Provide customer service		
Level	2	Credits	2

Purpose	<p>This unit standard is for people entering, or employed in, the service sector who wish to build their customer service skills.</p> <p>People credited with this unit standard are able to: describe elements of good customer service; provide customer service; and respond to a customer complaint.</p>
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Classification	Service Sector Skills > Service Sector - Core Skills
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Available grade	Achieved
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Explanatory notes

- 1 This unit standard can be assessed against in a real or simulated workplace.
- 2 Definitions

Customer refers to both internal and external customers and refers to the recipient of goods and/or services.

Customer service refers to any action taken to meet customer needs and expectations in relation to provision of goods and/or services.

Workplace refers to any workplace, work site and/or training or educational establishment.

Workplace requirements can be documented policies and procedures or established protocols for workplace performance.
- 3 The following legislation and subsequent amendments provide reference, where needed, for this unit standard:

Privacy Act 1993
Health and Safety in Employment Act 1992
Human Rights Act 1993.
- 4 An assessment resource to support this unit standard can be found on the NZQA website at: <http://www.nzqa.govt.nz/for-providers/resources/index.html>.

Outcomes and evidence requirements

Outcome 1

Describe elements of good customer service.

Evidence requirements

- 1.1 Terms *customer care* and *customer service* are defined in accordance with workplace requirements.
- 1.2 Participants in the service chain are identified and their roles are described in accordance with workplace requirements.
- Range includes but is not limited to – customer, front-line customer service staff, back-up staff, suppliers, manufacturers, distributors.
- 1.3 Personal and interpersonal factors are described in terms of their influence on customer service in accordance with workplace requirements.
- Range includes but is not limited to – personal presentation, attitude, motivation, interest, responsiveness, communication.
- 1.4 Customer service is described in terms of its significance to an organisation in accordance with workplace requirements.
- Range includes but is not limited to – profit, customer satisfaction, reputation, customer loyalty, customer feedback.

Outcome 2

Provide customer service.

Evidence requirements

- 2.1 Customer is greeted in accordance with workplace requirements.
- Range includes but is not limited to – smile, polite language, greeting, promptness, personal presentation.
- 2.2 Skills for customer service are demonstrated in accordance with workplace requirements.
- Range includes but is not limited to – questioning, clarifying, summarising, minimising disruption.
- 2.3 Ability to maintain customer service level when dealing with several demands at one time is demonstrated in accordance with workplace requirements.
- 2.4 Customer requirements are met to customer satisfaction or customer is referred to more experienced staff in accordance with workplace requirements.

Outcome 3

Respond to a customer complaint.

Evidence requirements

- 3.1 The nature of customer's complaint is identified in accordance with workplace requirements.
- 3.2 Skills for handling customer's complaint are demonstrated in accordance with workplace requirements.
- Range includes but not limited to – active listening, open questioning, plan of action, follow-up.
- 3.3 Customer's complaint is met to customer satisfaction or promptly referred to more experienced staff in accordance with workplace requirements.
- 3.4 Feedback from complainant is sought and acted upon in accordance with workplace requirements.

Status and review information

Registration date	16 July 2010
Date version published	16 July 2010
Planned review date	31 December 2015

Accreditation and Moderation Action Plan (AMAP) reference	0023
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This AMAP can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, or an inter-institutional body with delegated authority for quality assurance, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Consent requirements and an outline of the moderation system that applies to this standard are outlined in the Accreditation and Moderation Action Plan (AMAP). The AMAP also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact NZQA National Qualifications Services nqs@nzqa.govt.nz if you wish to suggest changes to the content of this unit standard.