

Establish and maintain quality customer relations for a small business enterprise

Level 4

Credits 5

Purpose This unit standard is relevant for assessing customer needs and preferences, and fostering quality customer relations with the small business enterprise.

People credited with this unit standard are able to: research customer needs and preferences; customise products and/or services to meet requirements; monitor customer satisfaction with products and services provided; and develop customer service strategies for maintaining quality customer relations.

Subfield Business Operations and Development

Domain Business Relationships Management

Status Registered

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Entry information Open.

Accreditation Evaluation of documentation and visit by NZQA and industry.

Standard setting body (SSB) NZQA National Qualifications Services

Accreditation and Moderation Action Plan (AMAP) reference 0113

This AMAP can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Special notes

- 1 *Diversity factors* refer to gender, disability, culture, age, sexual orientation, family status, religion, and Equal Employment Opportunities (EEO).
- 2 Small business enterprises are diverse, and establishment of quality customer relations for small business enterprises could require consideration of a range of current legislation such as:
Consumer Guarantees Act 1993
Commerce Act 1986
Companies Act 1993

Equal Pay Act 1972
Employment Relations Act 2000
Fair Trading Act 1986
Health and Safety in Employment Act 1992
Human Rights Act 1993
Income Tax Act 2007
Injury Prevention, Rehabilitation, and Compensation Act 2001
Local Government Acts 1974 and 2002
Minimum Wage Act 1983
Partnership Act 1908
Privacy Act 1993
Resource Management Act 1991
Sale of Goods Act 1908
Wages Protection Act 1983.

Elements and performance criteria

Element 1

Research customer needs and preferences.

Performance criteria

- 1.1 Formal and informal research and communication channels are used to assess customer requirements and to analyse and establish customer needs and preferences.
- 1.2 Customer information is used to differentiate needs and preferences for target customer group(s) and to identify specific product and/or service requirements.
- 1.3 Diversity factors and marketing and advertising methods are considered in relation to customer needs and preferences.

Element 2

Customise products and/or services to meet requirements.

Performance criteria

- 2.1 Proposed products and/or services are reviewed against identified customer requirements, and modifications are assessed.
- 2.2 Potential products and/or services are identified from customer information, and feasibility and viability of production or provision are assessed.

Element 3

Monitor customer satisfaction with products and/or services provided.

Performance criteria

- 3.1 Processes are developed to identify customers for the products and/or services provided by the small business enterprise.
- 3.2 Methods of obtaining timely and accurate product and/or service feedback from customers are developed and implemented.
- 3.3 Analysis of customer feedback on product and/or service satisfaction, features, and benefits identifies the need for variations or improvements in relation to the feasibility and viability of making changes.
- 3.4 The benefits of relationship marketing are assessed in terms of building long-term customer loyalty, and methods and tactics are developed to foster these relationships with the small business enterprise.

Element 4

Develop customer service strategies for maintaining quality customer relations.

Performance criteria

- 4.1 Product and/or service factors are established, and influences are monitored in terms of design, serviceability, and the ability to meet customer expectations and needs.
- 4.2 Pricing factors are established and monitored in terms of costs of providing quality customer service.
- 4.3 Strategies identify and foster intangible benefits and no-cost methods of providing quality customer service.
- 4.4 Location and distribution factors are established, and methods of providing distinctive linkages between customers and products and/or services are developed and monitored to enhance quality and customer service features.
- 4.5 Promotion factors are established, and strategies are developed to communicate to the target group the quality, customer service features, and benefits of products and/or services.
- 4.6 Customer service strategies and quality standards that provide internal processes for effective communication and monitoring of service and quality levels throughout the enterprise are developed, and provide for direct input from customers.
- 4.7 Quality assurance methods are developed to ensure products and/or services continue to meet legal requirements and local body regulations.

Range requirements and regulations may include but are not limited to – industry requirements, local and central government regulations; occupational health and safety, consumer, employment, fair trading, resource management, business entity legislation.

4.8 Credit policies are developed in conjunction with customer service strategies to identify and resolve conflicts.

4.9 Levels of service are developed to meet customer expectations and marketing strategies that are realistic for the business enterprise to resource, while maintaining profit and/or benefit objectives and business viability.

Please note

Providers must be 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 accredited by NZQA before they can register credits from assessment against unit standards.

Accredited providers and Industry Training Organisations assessing against unit standards must engage with the moderation system that applies to those standards.

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