

**40045**

## **Apply customer service techniques to provide quality customer service interactions**

<b>Kaupae   Level</b>	3
<b>Whiwhinga   Credit</b>	10
<b>Whāinga   Purpose</b>	<p>This skill standard is for people who apply customer service techniques to support customers throughout a business relationship.</p> <p>This skill standard can be used in a range of qualifications and micro-credentials where there is a requirement for providing customer service.</p>

### **Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria**

<b>Hua o te ako   Learning outcomes</b>	<b>Paearu aromatawai   Assessment criteria</b>
<p>1. Apply customer service techniques to provide quality customer service interactions.</p>	<ul style="list-style-type: none"> <li>a. Communicate effectively using various techniques during customer interactions.</li> <li>b. Apply active listening strategies to understand and respond to customer requirements.</li> <li>c. Use problem-solving skills to provide customer service.</li> <li>d. Adapt service delivery approaches to meet the diverse needs of individuals and groups.</li> <li>e. Interact professionally and ethically in customer service interactions.</li> <li>f. Use technology effectively to support customer service.</li> </ul>

### **Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria**

#### *Assessment specifications:*

Assessment against this skill standard must acknowledge and respect te Āo Māori, accounting for cultural variations in communication within this context, including differences in reo, dialect, mātauranga, tikanga among different iwi, hapū, rohe.

All activities must, as relevant to learners and/or this skill standard, reflect the peoples of the Pacific and other cultures, and their world views.

This skill standard may be assessed in a role where customer service interaction is provided, when appropriate situations arise, or in a training environment if simulated workplace conditions are able to be provided that reflect the standards of a workplace.

Customer service interactions may be face to face, on the telephone, digital/online, or a combination.

A minimum of three customer service interactions should be provided as evidence and may include a combination of individual and groups of customers.

Evidence of assessment must reflect where applicable, any workplace policies and procedures such as standard operating procedures, safety procedures, equipment operating procedures, codes of practice, quality management practices and standards, procedures to comply with legislative and local body requirements.

#### *Definitions*

*Customer service* is the support offered to customers throughout a business relationship.

*Customer service techniques* are the strategies used to facilitate positive interactions and increase customer satisfaction, such as choice of language, active listening, conflict management, use of humour, body language.

*Ethical standards* can refer to examples such as: protecting the public against fraud and unfair trade practices; presenting or supplying products and services honestly without misrepresentation; providing proper, fair and reasonable service to customers; making a full and frank disclosure to customers of all material terms of any agreement with them; complying with all relevant laws, codes, standards, regulations, and judicial or quasi-judicial decisions; acting at all times as a responsible ambassador for the workplace.

#### **Ngā momo whiwhinga | Grades available**

Achieved.

#### **Ihirangi waitohu | Indicative content**

Communication techniques:

- Verbal and non-verbal communication skills.
- Active listening strategies.
- Tone and language selection.
- Clear and concise communication methods.

Active listening and responding:

- Active listening techniques.
- Questioning and clarifying.
- Paraphrasing and summarising.
- Appropriate and timely responses.

Problem-solving skills:

- Customer queries and concerns.
- Critical thinking and decision-making.
- Identification of root causes of issues.
- Solution building.
- Complaints and conflict resolution.

Customer service best practices and service delivery adaptability:

- Customer expectations and experience.
- Rapport and positive relationships.
- Difficult or challenging customer situations.
- Customer diversity and inclusivity.

- Diverse customer needs and preferences.
- Service approaches to meet individual requirements.
- Customer satisfaction through adaptability.
- Customers' preferred titles and pronouns.

Professionalism and ethical behaviour:

- Professional conduct and attitude in customer interactions.
- Customer-centric approach and empathy.
- Confidentiality and data protection.
- Organisational policies and ethical guidelines.
- Ethical standards and practices – fraud and unfair trade practices; misrepresentation; relevant laws, codes, standards, regulations; code/s of ethics/conduct (personal, informal, formal); ethical and unethical behaviours.

Technology and customer service:

- Technology tools and systems.
- Customer data and information security.
- Leveraging technology to enhance customer interactions.
- Troubleshooting basic technical issues for customers.

## Rauemi | Resources

Legislation relevant to this skill standard may include but is not limited to:

- Consumer Guarantees Act 1993,
- Fair Trading Act 1986,
- Harmful Digital Communications Act 2015,
- Health and Safety at Work Act 2015,
- Human Rights Act 1993,
- Privacy Act 2020.

Available from <https://www.legislation.govt.nz/>

## Pārongo Whakaū Kounga | Quality assurance information

<b>Ngā rōpū whakatau-paerewa   Standard Setting Body</b>	Ringa Hora Services Workforce Development Council
<b>Whakaritenga Rārangi Paetae Aromatawai   DASS classification</b>	Service Sector > Service Sector Skills > Service Delivery
<b>Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga   CMR</b>	0112

Hātepe   Process	Putanga   Version	Rā whakaputa   Review Date	Rā whakamutunga mō te aromatawai   Last date for assessment
Rēhitatanga   Registration	1	27 June 2024	N/A
Kōrero whakakapinga   Replacement information	N/A		
Rā arotake   Planned review date	31 December 2029		

Please contact Ringa Hora Services Workforce Development Council at [Qualifications@ringahora.nz](mailto:Qualifications@ringahora.nz) to suggest changes to the content of this skill standard.

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## **Te whakamahi i ngā tikanga whakarato kiritaki ki te whakarato i ngā pāhekoheko kiritaki e kounga ana**

<b>Te kaupae</b>	3
<b>Ngā whiwhinga</b>	10
<b>Te whāinga</b>	<p>He paerewa ā-pūkenga tēnei mō te hunga whakamahi i ngā tikanga whakarato kiritaki ki te tautoko i ngā kiritaki puta noa i tētahi hononga ā-pakihi.</p> <p>Ka āhei te whakamahia o tēnei paerewa ā-pūkenga i ngā tohu whānui me ngā tohu pūkenga whāiti me mātua whakarato ai he kiritaki.</p>

### **Ngā hua ako me ngā paearu aromatawai**

<b>Ngā hua ako</b>	<b>Ngā paearu aromatawai</b>
2. Te whakamahi i ngā tikanga whakarato kiritaki ki te whakarato i ngā pāhekoheko kiritaki e kounga ana.	<p>g. Te pai o te whakawhitit kōrero, mā te whakamahi i ngā tikanga huhua i ngā pāhekoheko kiritaki.</p> <p>h. Te whakamahi i ngā rautaki whakarongo pīkari hei urupare, kia mārama ai hoki ki ngā tono a ngā kiritaki.</p> <p>i. Te whakamahi i ngā pūkenga whakamatara hei whakarato i ngā kiritaki.</p> <p>j. Te whakahāngai i ngā huarahi tuku ratonga ki ngā matea kanorau o te tangata me ngā rōpū.</p> <p>k. Te pāhekoheko ā-ngāio, ā-matahika hoki i ngā pāhekoheko whakarato kiritaki.</p> <p>l. Te pai o te whakamahi hangarau hei tautoko i te whakarato kiritaki.</p>

### **Ngā pārongo aromatawai me ngā paearu ā-taumata**

#### *Ngā tohutohu aromatawai:*

Ka karawhiua ana tēnei paerewa ā-pūkenga, me mātua whakaaro, me kauanuanu hoki te ao Maori, ā, me whakaaro ngā rerekētanga ā-ahurea i te whakawhitit kōrero i tēnei horopaki, tae noa atu ki ngā rerekētanga ā-reo, ā-tūreo, ā-mātauranga, ā-tikanga hoki i waenganui i ngā iwi, i ngā hapū me ngā rohe.

Me whakaatu i ngā ngohe katoa, otirā i ērā e hāngai ana ki ngā ākonga, ki tēnei paerewa ā-pūkenga rānei, ngā iwi o Te Moana nui a Kiwa, me ētahi atu ahurea me ā rātou tirohanga ki te ao.

E whakaaetia ana kia aromatawaitia te paerewa ā-pūkenga nei i tētahi tūranga mahi ka whakaritea he pāhekoheko whakarato kiritaki, i ngā tūahuatanga rānei ka ara ake e hāngai ana, i ngā taiao whakangungu rānei mēnā ka āhei te whakaritea o ngā āhuatanga o tētahi wāhi mahi whaihanga e whakaatu ana i ngā paerewa o tētahi wāhi mahi.

E whakaaetia ana kia karawhiua ngā pāhekoheko whakarato kiritaki hei ngohe ā-tinana, hei ngohe ā-waea, hei ngohe ā-matihiko, kia tukutahitia rānei.

Me toru hemihemi ngā pāhekoheko whakarato kiritaki ka tukuna hei taunakitanga, ā, e whakaaetia ana ngā kiritaki takitahi me ngā kiritaki ā-rōpū.

I ngā wāhi e hāngai ana, me whakaatu e ngā taunakitanga o te aromatawai ngā kaupapa here me ngā tukanga o te wāhi mahi tae noa atu ki ngā tukanga whakahaere māori, ki ngā tukanga whakahaumaru, ki ngā tukanga whakahaere taputapu, ki ngā tikanga mahi, ki ngā tikanga me ngā paerewa whakaū kounga, me ngā tukanga e whakatutukihia ai ngā herenga ā-ture me ngā herenga a ngā mana ā-rohe.

### *Ngā tautuhinga*

Ko te *whakarato kiritaki* ko te āwhina i ngā kiritaki puta noa i tētahi hononga ā-pakihi.

Ko *ngā tikanga whakarato kiritaki*, ko ngā rautaki ka whakamahia e hua mai ai ngā pāhekoheko pai, ā, ka ngata ake ngā kiritaki, pēnei i te whiriwhiri i te momo reo, i te whakarongo pīkari, i te whakatau tutūnga puehu, i te whakakata, me te reo ā-tinana.

Ko ngā *paerewa matatika* ko ngā tauira pēnei i te ārai i te iwi tūmatanui i te hara tāware me ngā tikanga hoko makihuhunu; i te whakaatu te whakarato rānei i ngā rawa me ngā ratonga i runga i te pono me te kore e whakanewha; i te whakarato i ngā kiritaki i runga i te tika me te pono; i te whāki katoa i ngā herenga kirimana; i te whakatutuki i ngā ture, i ngā tikanga, i ngā paerewa, i ngā waeture me ngā whakataunga e hāngai ana, a te kōti, a te kāwanatanga rānei; i te mahi i ngā mahi i runga i te tika hei māngai mō te wāhi mahi i ngā wā katoa.

### **Te momo tohu kounga**

Te Paetae.

### **Ngā ihirangi tūtohu**

Ngā tikanga whakawhiti kōrero:

- Ngā pūkenga whakawhiti kōrero ā-waha, ā-tinana hoki.
- Ngā rautaki whakarongo pīkari.
- Te hā me te whiriwhiri i te reo.
- Ngā tukanga whakawhiti kōrero e kotahi ana ki te kaupapa, e mārama kehokehotia ana hoki.

Te whakarongo pīkari me te urupare:

- Ngā tikanga whakarongo pīkari.
- Te tuku pātai me te whakamahuki.
- Te whakapuaki anō me te whakarāpopoto.
- Te tuku wawe i ngā urupare e hāngai ana.

Ngā pūkenga whakamatara:

- Ngā pātai me ngā āwangawanga a ngā kiritaki.
- Te whakaaro arohaehae me te whakatau.

- Te tautohu i te takenga mai o te take.
- Te whaiwhai rongoā.
- Te whakaea taututetute me ngā nawe.

Ngā tikanga whakarato kiritaki pai katoa me te pīngore o te whakarato.

- Ngā kawatau me te wheako o te kiritaki.
- Te whakawhanaunga me ngā hononga pai.
- Ngā uaua me ngā werō i ngā āhuatanga kiritaki.
- Te kanorautanga o te kiritaki me te kauawhitanga.
- Ngā matea me ngā tino hiahia kanorau o te kiritaki.
- Ngā huarahi whakarato e ngata ai ngā hiahia o tēnā, o tēnā kiritaki.
- Te ngata o te kiritaki i te pīngoretanga.
- Ngā taitara me ngā tūkapi e hiahiatia ana e ngā kiritaki.

Ngā whanonga ngaio me ngā whanonga matatika:

- Ngā whanonga me ngā waiaro ngaio i ngā pāhekoheko kiritaki.
- He huarahi e noho mātāmua nei te kiritaki, ā, e ngākaunuitia a ia.
- Te noho tūmataiti me te tiakina o ngā raraunga.
- Ngā kaupapa here me ngā aratohu matatika o te whakahaere.
- Ngā tikanga me ngā paerewa matatika - ngā tikanga hara tāware me ngā tikanga hoko makihuhunu; te whakanewha; ngā ture, ngā tikanga, ngā paerewa, ngā waeture, me ngā tikanga matatika/kawe (ā-whaiaro, ūpaki, ūkawa) e hāngai ana; ngā whanonga matatika, makihuhunu hoki.

Te hangarau me te whakarato kiritaki:

- Ngā rauemi me ngā pūnaha hangarau.
- Te whakahaumaru i ngā raraunga me ngā pārongo kiritaki.
- Te whakamahi hangarau e pai ake ai ngā pāhekoheko kiritaki.
- Te raparongoā i ngā take hangarau māmā mō ngā kiritaki.

### **Ngā Rauemi**

Ko ngā ture ēnei e whai pānga ana, ki tēnei paerewa ā-pūkenga e whai nei, engari kaua anake pea ko ēnei:

- Consumer Guarantees Act 1993,
- Fair Trading Act 1986,
- Harmful Digital Communications Act 2015,
- Health and Safety at Work Act 2015,
- Human Rights Act 1993,
- Privacy Act 2020.

E wātea ana ki te paetukutuku <https://www.legislation.govt.nz/>

### **Ngā pārongo whakaū kounga**

**Te rōpū whakatau-paerewa**

**Ringa Hora Services Workforce Development Council**

<b>Te Whakaraupapa o ngā Paetae Aromatawai</b>	Service Sector > Service Sector Skills > Service Delivery
<b>Ngā herenga whakaae me te mātairua</b>	0112

Te tukanga	Te putanga	Te rā arotake	Te rā whakamutunga mō te aromatawai
<b>Te rēhitatanga</b>	1	27 o Hune, 2024	N/A
<b>Ngā kōrero whakakapinga</b>	N/A		
<b>Te rā arotake</b>	31 o Tīhema, 2029		

Tēnā, whakapā atu ki a Ringa Hora Services Workforce Development Council, ki [Qualifications@ringahora.nz](mailto:Qualifications@ringahora.nz) ki te tuku whakaaro ki ētahi panonitanga ki ngā kai o tēnei paerewa