

40045 Apply customer service techniques to provide quality customer service interactions

Kaupae Level	3
Whiwhinga Credit	10
Whāinga Purpose	<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

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Apply customer service techniques to provide quality customer service interactions.	a. Communicate effectively using various techniques during customer interactions.
	b. Apply active listening strategies to understand and respond to customer requirements.
	c. Use problem-solving skills to provide customer service.
	d. Adapt service delivery approaches to meet the diverse needs of individuals and groups.
	e. Interact professionally and ethically in customer service interactions.
	f. Use technology effectively to support customer service.

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

Ngā rōpū whakatau-paerewa Standard Setting Body	Ringa Hora Services Workforce Development Council
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Service Sector > Service Sector Skills > Service Delivery
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	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 to suggest changes to the content of this skill standard.