

Title	Respond to customer enquiries by writing in a range of contexts		
Level	3	Credits	4

Purpose	<p>This unit standard is for people who work, or plan to work, in the sales or customer service environment.</p> <p>People credited with this unit standard are able to: analyse customer needs and expectations, and identify options to meet them; write replies to customers; and complete documentation and follow-up procedures.</p>
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Classification	Service Sector Skills > Service Delivery
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Available grade	Achieved
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Guidance Information

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

Added-value service refers to service that exceeds customers' expectations and is provided as an extra benefit after the initial customers' needs have been met. It is used to build customer loyalty as well as to promote increased revenue.

Style refers to using non-verbal communication that suits the type of person being dealt with and in this unit standard refers to – date, address, titles, paragraphs (opening, enquiry answer, closing), enclosures.

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

Workplace requirements refer to documented policies and procedures or established protocols for workplace performance and may include but are not limited to – any legal requirements, standards, codes of practice, company and/or site procedures, and any industry best-practice documents.
- 3 Range

Workplace requirements may include but are not limited to – authority to make decisions on behalf of the organisation, especially around exceptions relating to service; boundaries such as delivery time, price reductions, replacements, health and safety, and service delivery.

- 4 The following legislation and subsequent amendments provide reference, where needed, for this unit standard:
Privacy Act 2020
Consumer Guarantees Act 1993
Credit Contracts and Consumer Finance Act 2003
Companies Act 1993
Health and Safety at Work Act 2015
Human Rights Act 1993.
- 5 All assessment tasks are to be carried out in accordance with workplace requirements.

Outcomes and performance criteria

Outcome 1

Analyse customer needs and expectations, and identify options to meet them.

Range customer needs and expectations may include but are not limited to – problem solving, enquiries outside the usual range of goods and/or service provision, multiple but linked needs, complaint resolution.

Performance criteria

1.1 Customer needs and expectations are identified and analysed.

Range accuracy, coverage, timeliness.

1.2 Customer is contacted to clarify any unclear points.

Range contact methods may include but are not limited to – telephone, letter, e-mail, text.

1.3 Customer enquiries outside job responsibilities are referred to an appropriate person.

1.4 Options for meeting customer needs and expectations are identified.

Outcome 2

Write replies to customers.

Range may include but is not limited to – paper, electronic media.

Performance criteria

2.1 Reply is written and formatted.

Range may include but is not limited to – accuracy in grammar and spelling, plain English, clarity of expression, courteous tone, style, consistency in format.

2.2 Options for meeting customer needs and expectations are explained to the customer.

Range explanation may include but is not limited to – advantages and disadvantages of options; customer education where unrealistic expectations exist; recommended option; referral possibilities.

2.3 Added-value service is provided in terms of useful services, information and cost-saving options.

Outcome 3

Complete documentation and follow-up procedures.

Performance criteria

3.1 Documentation is completed.

Range documentation may include but is not limited to – invoices, records, legal requirements, stock control, sales slips; evidence is required for three different types of documentation.

3.2 Follow-up is completed.

Range follow-up may include but is not limited to – internal checks for progress; progress reports to customers by phone, letter, text, email; thank you communications; apology letters for delays; promotional communication.

Planned review date	31 December 2025
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	27 April 1998	31 December 2014
Review	2	26 September 2001	31 December 2014
Review	3	16 July 2010	31 December 2017
Rollover	4	17 July 2014	31 December 2017
Review	5	17 September 2015	31 December 2023
Revision	6	21 January 2016	31 December 2023
Review	7	28 October 2021	N/A

Consent and Moderation Requirements (CMR) reference	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact ServiceIQ qualifications@serviceiq.org.nz if you wish to suggest changes to the content of this unit standard.