

Title	Serve customers face to face in a wide range of contexts		
Level	3	Credits	4

Purpose	People credited with this unit standard are able to: create the customer's first impression of organisation's service; identify and meet customer's needs and expectations; and close customer interaction.
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Classification	Retail, Distribution, and Sales > Sales Transactions
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Available grade	Achieved
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Guidance Information

- Definitions**
Agreement indicates a course of action that is accepted by two or more people (including the candidate) and which follows organisational procedures.
Customer refers to both internal and external customers and refers to the recipient of goods and/or services.
Customers with special needs may include customers with disabilities as described the Human Rights Act 1993, or customers with unusual requirements in the situation.
Organisational procedures refer to instructions to staff on policy and procedures which are formally documented, or generally accepted within the workplace.
- Performance of the outcomes of this unit standard must comply with the requirements of the following – Privacy Act 2020, Fair Trading Act 1986, Consumer Guarantees Act 1993, Credit Contracts and Consumer Finance Act 2003, Health and Safety at Work Act 2015.
- Evidence is required for interactions with customers in two different contexts.
- All assessment tasks must be carried out in accordance with organisational procedures.

Outcomes and performance criteria

Outcome 1

Create the customer's first impression of organisation's service.

Performance criteria

- Workplace is kept clean and tidy.
- Personal hygiene and grooming is kept by staff.

1.3 Customer is greeted.

Range may include but is not limited to – words, tone of voice, body language, style appropriateness, courtesy, timeliness, identification of special needs, suitability for individual customer.

Outcome 2

Identify and meet customer's needs and expectations.

Performance criteria**2.1 Active listening skills are used to elicit accurate information on customer needs.**

Range may include but is not limited to – full attention, open and closed questions, clarifying, reflecting, paraphrasing, summarising, information search, identification of boundaries, application of service and product knowledge, identification of options, confirmation of requirements.

2.2 Customer's needs and expectations are identified and met.

Range may include but is not limited to – different options available, advantages and disadvantages of options, customer education where unrealistic expectations exist, accuracy, timeliness.

2.3 Situation is managed to promote good customer relationships.

Range may include but is not limited to – flexibility, patience, courtesy, time management, problem solving, overcoming of objections, overcoming of challenges, customer focus, referral.

Outcome 3

Close customer interaction.

Performance criteria**3.1 Customer interaction is closed.**

Range may include but is not limited to – farewell statement, use of customer's name, invitation to use goods and/or services again, thanks for patronage, positive verbal and non-verbal language, next course of action, recording of customer interaction, contact details, action taken, follow-up requirements, legal requirements, follow-up, check for progress, reporting, use of promotional communications.

Planned review date	31 December 2027
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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 2013
Revision	2	8 June 1999	31 December 2013
Review	3	29 July 2002	31 December 2013
Review	4	20 November 2006	31 December 2013
Review	5	15 April 2011	31 December 2016
Review	6	21 May 2015	31 December 2016
Review	7	21 April 2016	31 December 2025
Review	8	26 January 2023	N/A
Revision	9	25 July 2024	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 Ringa Hora Services Workforce Development Council qualifications@ringahora.nz if you wish to suggest changes to the content of this unit standard.