

<b>Title</b>	<b>Serve customers face to face in a wide range of contexts</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>4</b>

<b>Purpose</b>	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, in accordance with organisational procedures.
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<b>Classification</b>	Retail, Distribution, and Sales > Sales Transactions
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<b>Available grade</b>	Achieved
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### Explanatory notes

#### 1 Definitions

*Organisational procedures* refer to instructions to staff on policy and procedures which are formally documented, or generally accepted within the workplace.

*Customer* refers to both internal and external customers and refers to the recipient of goods and/or services.

*A wide range of contexts* refers to situations that are unexpected; unusual; involving feedback; requiring special management; serving customers with multiple needs, under stress, with special needs or from minority cultural backgrounds.

*Customers with special needs* may include customers with disabilities as described the Human Rights Act 1993, or customers with unusual requirements in the situation.

*Agreement* indicates a course of action that is agreed between two or more people (including the candidate) and which follows organisational procedures.

2 Performance of the outcomes of this unit standard must comply with the requirements of the following - Privacy Act 1993, Fair Trading Act 1986, Consumer Guarantees Act 1993, Credit Contracts and Consumer Finance Act 2003, Health and Safety at Work Act 2015 and their subsequent amendments.

3 Evidence is required for interactions with customers in two different contexts.

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### Outcomes and evidence requirements

#### Outcome 1

Create the customer's first impression of organisation's service in accordance with organisational procedures.

#### Evidence requirements

1.1 Workplace is kept clean and tidy.

1.2 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 in accordance with organisational procedures.

### Evidence requirements

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 in accordance with organisational procedures.

### Evidence requirements

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.

<b>Planned review date</b>	31 December 2020
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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	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0225
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

#### Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMRs). The CMR 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 ServicelQ [qualifications@ServicelQ.org.nz](mailto:qualifications@ServicelQ.org.nz) if you wish to suggest changes to the content of this unit standard.