

Title	Demonstrate customer service skills required of road transport drivers		
Level	3	Credits	3

Purpose	People credited with this unit standard are able to: demonstrate knowledge of elements of customer service; and demonstrate customer service skills required of road transport drivers.
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Classification	Commercial Road Transport > Commercial Road Transport Skills
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Available grade	Achieved
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Prerequisites	Drivers must hold a current full driver licence appropriate to the class of vehicle being driven.
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Guidance Information

- 1 Legislation, regulations, references and/or industry standards relevant to this unit standard include but are not limited to the:
- Health and Safety at Work Act 2015;
 - Human Rights Act 1993;
 - Land Transport Act 1998;
 - Privacy Act 2020;
 - Land Transport (Road User) Rule 2004.

Any new, amended or replacement Acts, regulations, standards, codes of practice, guidelines, or authority requirements or conditions affecting this unit standard will take precedence for assessment purposes, pending review of this unit standard.

2 Definitions

Active listening refers to the skills of listening. These skills may include but are not limited to – questioning, reading and responding to body language, use of silence, paraphrasing, reflecting feelings, summarising, not interrupting, keeping an open mind.

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

Customer service refers to any action taken to meet customer or client needs and expectations in relation to provision of goods or services.

Internal customer refers to a department or individual within the company that relies on others to satisfy the needs of the external customer.

External customer refers to an organisation or individual that receives a product or service from the company (i.e. the client).

Positive customer attitude refers to a genuine concern to assist customers, empathy, and a 'can do' approach to meeting customer needs.

Road users include any vehicle, person or animal using a road and its immediate environs. This includes pedestrians, cyclists, and livestock.

Supply chain refers to all the parts that make up the supply delivery process. The parts may include but are not limited to – customers, passenger/s, front-line staff, back-up staff, suppliers, transport, equipment operators, manufacturers, distribution staff.

Workplace procedures refer to organisation policies and procedures that are documented in memo, electronic, or manual format and available in the workplace. They may include but are not limited to – standard operating procedures, site specific procedures, site safety procedures, equipment operating procedures, quality assurance procedures, product quality specifications, manufacturer's requirements, references, approved codes of practice, housekeeping standards, environmental considerations, on-site briefings, supervisor's instructions, and procedures to comply with legislative and local body requirements relevant to the commercial road transport sector.

3 Assessment information

Assessment against outcome 2 of this unit standard shall be conducted under practical workplace conditions.

Evidence presented for assessment against this unit standard must be consistent with safe working practices and be in accordance with applicable service information, workplace procedures and legislative requirements.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of elements of customer service required of road transport drivers.

Performance criteria

1.1 The terms *customer service*, *internal customer*, and *external customer* are described in relation to the road transport industry.

1.2 Parts of the supply chain and their roles in the customer service process are described.

Range may include – customer, passenger, front-line customer service staff, back-up staff, suppliers, manufacturers, distributors, drivers; evidence of five is required.

- 1.3 The significance of the customer and good customer service to an organisation is described.
- Range may include – wages, conditions, customer satisfaction, customer loyalty, customer and public feedback to employer, customer feedback to others they know, marketing; evidence of four is required.
- 1.4 Personal presentation, vehicle presentation, and grooming standards are identified.
- 1.5 Personal and interpersonal factors which impact on interaction with customer are described.
- Range may include – positive customer attitude, motivation, interest, responsiveness, courtesy, empathy; evidence must include a minimum of three factors.
- 1.6 Communication skills that promote positive customer service are described.
- Range may include – avoidance of bad language; appropriate body language, tone of voice; giving and recording information; active listening, telephone skills; evidence of three is required.
- 1.7 On-road behaviours that promote positive customer service are described.
- Range may include – driving techniques that ensure passenger comfort, timely pick-up and delivery; evidence of two is required.

Outcome 2

Demonstrate customer service skills required of road transport drivers.

Range evidence is required of at least two external customers involving pick-up and delivery situations.

Performance criteria

- 2.1 Respect and courtesy for others are demonstrated through communication with customers.
- Range may include – avoidance of bad language; appropriate body language, tone of voice; giving and recording information; active listening.
- 2.2 Personal presentation and presentation of vehicle are maintained.
- 2.3 Customer requests are acknowledged with courtesy and, where applicable, recorded and clearly communicated to management in a timely manner.

- 2.4 Driving behaviours are demonstrated that ensure a safe, professional, and courteous image to other road users and customers.
- 2.5 Friction and potential conflict are minimised through responses to difficult people and situations.

Planned review date	31 December 2028
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	25 October 2005	31 December 2017
Review	2	22 October 2010	31 December 2017
Review	3	16 April 2015	31 December 2022
Review	4	29 April 2021	31 December 2025
Review	5	29 June 2023	N/A

Consent and Moderation Requirements (CMR) reference	0014
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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 Hanga-Aro-Rau Manufacturing, Engineering and Logistics Workforce Development Council qualifications@hangaarorau.nz if you wish to suggest changes to the content of this unit standard.