

<b>Title</b>	<b>Establish and develop quality-focused aspects to improve customer relationships</b>		
<b>Level</b>	<b>4</b>	<b>Credits</b>	<b>6</b>

<b>Purpose</b>	<p>This unit standard is intended for people at all levels in organisations who act as internal and external suppliers of goods and services who are in direct contact with customers.</p> <p>People credited with this unit standard are able to establish and develop quality-focused aspects to improve customer relationships.</p>
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<b>Classification</b>	Business Operations and Development > Quality Management
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<b>Available grade</b>	Achieved
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### Guidance Information

- Although not a prerequisite, Unit 8085, *Demonstrate knowledge of quality and its management in business contexts* contains useful underpinning knowledge for this unit standard.
- Definitions**

*Organisation* refers to a business entity which may be – in private, public, or community and volunteer sectors, including in Māori contexts; a business unit, or a special-purpose body.

*Quality-focused aspects* of a customer relationship are those demonstrated customer-focused attributes which impact significantly on the quality of that relationship.
- Definitions of Quality Management and other specialist Quality Management terms are in AS/NZS ISO 9001:2016 *Quality management systems – Requirements* and associated companion documents available from Standards New Zealand at [www.standards.co.nz](http://www.standards.co.nz).
- Assessment must reflect relevant and current legislation, standards, regulations, acknowledged industry and/or business practices, policies and procedures, and specific legislation relevant to an organisation, including Health and Safety at Work Act 2015, Privacy Act 2020, Standards and Accreditation Act 2015.
- References**

AS/NZS ISO 9001:2016 *Quality management systems – Requirements*  
AS/NZS ISO 9004:2018 *Quality management – Quality of an organization – Guidance to achieve sustained success*  
AS/NZS ISO 19011:2018 *Guidelines for auditing management systems*.

- 6 Assessment evidence for this unit standard must be collected from practical workplace experience related to quality improvement and must relate to the organisation's business processes and methods. Evidence must demonstrate that candidates have followed through all processes for this unit standard with the same internal or external customer(s).

## Outcomes and performance criteria

### Outcome 1

Establish and develop quality-focused aspects to improve customer relationships.

### Performance criteria

- 1.1 Quality-focused relationships with customers are established and developed to enable improvement in the relationships.
- 1.2 Opportunities to improve customer relationships are identified and documented, and strategies are developed to enable improvement in the relationships.
- 1.3 Own performance as a supplier is evaluated in terms of self-reflection and feedback from customers.

Range feedback from customers must be sourced from at least two of – informally asking the customer, debrief meetings, benchmarking, surveys, customer satisfaction measures.

<b>Replacement information</b>	This unit standard replaced unit standard 8074.
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<b>Planned review date</b>	31 December 2026
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### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	26 March 2020	N/A
Rollover and Revision	2	29 August 2024	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0113
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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](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.