

Title	Employ customer service techniques to accommodate customer behavioural styles in a workplace		
Level	3	Credits	2

Purpose	<p>This unit standard is for people who work, or plan to work, in a customer service environment.</p> <p>People credited with this unit standard are able to: describe and apply customer service techniques to accommodate customer behavioural styles, and evaluate the effectiveness of the techniques used.</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

Active listening refers to the skills of listening such as questioning, reading and responding to body language, use of silence, paraphrasing, reflecting feelings, summarising.

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

Customer service techniques refer to methods used to promote effective communication between customer and service provider.

Customer behavioural styles refer to observable, specific ways of customers interacting with the service provider. Customer behavioural styles may include but are not limited to:

- *passive behaviour* refers to non-assertive behaviour whereby a person does not readily express his or her own feelings, thoughts, and opinions;
- *aggressive behaviour* refers to behaviour whereby a person expresses his or her own feelings, thoughts and opinions forcefully, often without respect for the rights and needs of other people,
- *passive-aggressive behaviour* refers to behaviour whereby a person signals feelings (usually anger), thoughts, and opinions in an indirect way;
- *assertive behaviour* refers to behaviour whereby a person expresses his or her own feelings, thoughts, and opinions clearly and with ease.

Personal behavioural style refers to the candidate's predominant way of behaving in certain situations.

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 The following legislation and subsequent amendments provide reference, where needed, for this unit standard:

Privacy Act 2020;
Human Rights Act 1993.

- 4 References

Mary Thoreau, Josephine Ellis, *Communication in Practice: Skills for the Workplace*, New Zealand. Pearson Education New Zealand Limited, 2001.

Gillian Tasker. *Taking action: life skills in health education*, Ministry of Education, Wellington: Learning Media, 1994.

Outcomes and performance criteria

Outcome 1

Describe customer service techniques to accommodate customer behavioural styles.

Performance criteria

- 1.1 Characteristics of customer behavioural styles are described in terms of their effect on communication.

Range passive, aggressive, passive-aggressive, assertive.

- 1.2 Candidate's personal behavioural styles are described.

Range usual behavioural style, behavioural style when under stress.

- 1.3 Service techniques are described in terms of accommodating customer behavioural styles.

Range customer service techniques may include but are not limited to – choice of language, active listening, conflict management, use of humour, body language;
evidence is required for two techniques for each behavioural style – passive, aggressive, passive-aggressive, assertive.

Outcome 2

Apply customer service techniques to accommodate customer behavioural styles and evaluate the effectiveness of the techniques used.

Range two different situations each with a different behavioural style.

Performance criteria

2.1 Customer service techniques are applied in accordance with workplace requirements.

Range customer service techniques may include but are not limited to – choice of language, active listening, conflict management, use of humour, body language.

2.2 The effectiveness of the selected customer service techniques is evaluated in terms of accommodating different customer behavioural styles.

2.3 Adaptation of candidate's own behavioural styles is evaluated in terms of effectiveness in accommodating customer behaviours.

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	16 June 1993	31 December 2015
Review	2	25 October 1995	31 December 2015
Review	3	24 March 1998	31 December 2015
Revision	4	12 September 2002	31 December 2015
Review	5	16 July 2010	31 December 2015
Review	6	18 August 2011	31 December 2017
Review	7	17 September 2015	31 December 2023
Revision	8	21 January 2016	31 December 2023
Review	9	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 ServicelQ qualifications@serviceiq.org.nz if you wish to suggest changes to the content of this unit standard.