Title: Provide customer service

Level: 2 | Credits: 2

Purpose: This unit standard is for people entering, or employed in, the service sector who would like to build their customer service skills.

People credited with this unit standard are able to: describe customer service; provide customer service; and respond to a customer complaint.

Classification: Service Sector Skills > Service Delivery

Available grade: Achieved

Guidance Information

1. This unit standard can be assessed against in a simulated situation. This refers to a situation that reflects some elements of commercial realism, but the candidate must be under time pressure.

2. Definitions
   - Customer service refers to any action taken to meet customer needs and expectations in relation to provision of goods or services.
   - Workplace refers to a place of paid or voluntary employment.
   - 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:
   - Health and Safety at Work Act 2015
   - Human Rights Act 1993
   - Privacy Act 2020

4. All assessment tasks must be carried out in accordance with workplace requirements.

Outcomes and performance criteria

Outcome 1

Describe customer service.
Performance criteria

1.1 Customer service is described in terms of its significance to an organisation.

Range profit, customer satisfaction, reputation, customer loyalty, customer feedback.

1.2 Interpersonal factors are described in terms of their influence on customer service.

Range may include but is not limited to – personal presentation, attitude, motivation, interest, responsiveness, body language, communication.

Outcome 2

Provide customer service.

Performance criteria

2.1 Customer is greeted.

Range includes but is not limited to – smile, polite language, greeting, promptness, personal presentation.

2.2 Skills for customer service are demonstrated.

Range includes – questioning, clarifying, reflective listening.

2.3 Ability to maintain customer service level when dealing with several demands at one time is demonstrated.

2.4 Customer requirements are met to customer satisfaction or customer is referred to more experienced staff.

Outcome 3

Respond to a customer complaint.

Performance criteria

3.1 The nature of customer’s complaint is identified.

3.2 Skills for handling customer’s complaint are demonstrated.

Range may include but is not limited to – active listening, open questioning, follow-up.

3.3 Customer’s complaint is met to customer satisfaction or customer is referred to more experienced staff.
Planned review date

31 December 2025

Status information and last date for assessment for superseded versions

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Consent and Moderation Requirements (CMR) reference

0112


Comments on this unit standard

Please contact ServiceIQ at qualifications@serviceiq.org.nz if you wish to suggest changes to the content of this unit standard.