

Communicate with Customers

Level: 2
Credits: 3
Learning Time: 30

Learning Outcomes	Assessment Criteria
<i>The learner will:</i>	<i>The learner can:</i>
<p>1 Be able to communicate verbally with internal and external customers</p>	<p>1.1 Identify and take account of company procedures for communicating with customers both face to face and on the telephone</p> <p>1.2 Identify and understand differences between internal and external customers</p> <p>1.3 Identify the ways in which their own behaviour and presentation can have an impact on others</p> <p>1.4 Present a positive image to customers both face to face and on the telephone</p> <p>1.5 Demonstrate effective listening skills</p> <p>1.6 Demonstrate an understanding of body language</p> <p>1.6 Use an appropriate tone and manner</p> <p>1.7 Meet customers' needs</p> <p>1.8 Resolve simple customer complaints appropriately</p> <p>1.9 Convey information clearly and accurately</p>

	1.10 Summarise the discussion and confirm any decisions taken before closing the conversation
2 Understand the importance of record keeping for customer enquiries/feedback	2.1 Record information accurately 2.2 Pass on any action points to the appropriate person

Unit aim

This unit aims to develop the learner's ability to communicate effectively with internal and external customers. Learners will demonstrate the ability to handle a range of different situations, including those involving problems and complaints, both face to face and on the telephone.