

Overview

This standard is part of the customer service competence area related to Impression and Image. It covers providing customer focused service. It includes area that covers the customer service behaviours and processes that have most impact on the way your customer sees you and your organisation. Remember that customers include everyone to whom you provide products and services. They may be external to your organisation or they may be internal customers.

Professional customer service is provided by people who are good with people. Your behaviour affects the impression that customers have of the service they are receiving. You give a positive impression whenever you deal with customers which reflects on your organisation and the customer service it provides. You create the right first impression, respond to customers' requests, and give them information to meet their needs. Some of your customers expect different things from the service you offer but there are organisational standards of behaviour and attitudes that you need to achieve. When you create the right impression and show a positive attitude you reduce the risk of somebody being upset or dissatisfied with your organisation.

This standard is for customer service professionals who provide customer focused service following their organisation's requirements.

Performance criteria

You must be able to:

1. provide a professional impression to customers following your organisation's guidelines
2. greet your customer using your organisation's guidelines and style
3. follow your organisation's dress code to present the required professional image to your customers
4. identify and confirm customers' expectations
5. check that you have fully understood customers' expectations
6. maintain communications to keep your customers informed and reassured
7. select communication styles that meet your customers' needs, using words that they can understand
8. adapt your behaviour to respond to different customer behaviours
9. complete your work tasks to meet your customers' expectations based on what your organisation offers
10. identify and respond to customer needs and individual expectations
11. allow your customers time to consider your responses and give further explanation when appropriate
12. share information with customers about how delivery of the service or product is going
13. recognise information that your customer might find complicated and check whether they understand it
14. provide flexibility to help individual customers without reducing the level of service you give to others
15. share information with colleagues to provide customer service
16. respond to customers seeking help within service level agreements (SLAs)
17. recognise how customers are feeling to establish a rapport with them and see their perspectives
18. demonstrate enthusiasm for services and products to customers
19. focus on your customers and ignore distractions when providing service to them
20. interrupt your work with your customer when necessary, following your organisations guidelines
21. explain the reasons why expectations cannot be met to customers when required

22. demonstrate that you are exceeding basic service levels to impress customers when required
23. give thanks to customers for the information they have given and for using your organisation
24. support colleagues to provide customer focused service in line with your organisation's requirements
25. follow the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

Knowledge and understanding

You need to know and understand:

1. your organisation's standards for providing customer service
2. the difference between customer centric service and customer focused service and the activities that relate to these
3. your organisation's dress code and this impact this has on making a professional impression on customers
4. how to complete the customer service tasks related to your job, including the time required to complete different tasks and how this may affect your customers
5. how to complete your own work activities in an organised way
6. what your customers expect of you and your work
7. the methods and style of communication that your organisation uses when dealing with customers
8. how to recognise when a customer is angry or confused and adapt your behaviour to meet their needs
9. how to access information about your organisation's services and products to provide this to customers to meet their needs
10. the ways that you can identify if customers have understood the information you have provided and how to adapt your approaches
11. the limits of your organisation's services and products and how to explain these to customers when their expectations have not been met
12. the importance of balancing the needs of one customer with the needs of other customers
13. how to do your job in a way that is healthy and safe for you, your customers and your colleagues
14. the signs that a customer gives when seeking attention from you
15. the importance of building rapport with customers and the related practices that can be used to build and maintain rapport
16. the importance of timekeeping and making sure you are where you are expected to be to give customer service
17. the behaviours that most customers see as "good manners" and what they may consider to be "bad manners" or rudeness
18. the ways of communicating with your customers and how to select the method that best meets customers' needs e.g. face to face, by telephone, text, e-mail, in writing or other social media

19. the types of language your customers and colleagues might consider to be unsuitable and why it may be offensive
20. the impact that a friendly attitude has on customers impressions of you, and of your organisation
21. how to use a friendly attitude with customers without being over-familiar
22. the reasons for interrupting your work with customers
23. the different types of positive and negative body language and facial expressions
24. the individual differences that customers may have and how to meet their different expectations based on aspects such as their age, culture and personality
25. how to support and collaborate with colleagues to deliver customer service
26. the reasons why you may need to interrupt your work with customers and how to do this in a way that minimises impact on customers
27. your organisation's guidelines for thanking customers for information provided and for using your organisation's services and products
28. the legal, organisational, codes of practice and policies relevant to your role and the activities being carried out

Provide customer focused service

Developed by	Skills CFA
Version Number	1
Date Approved	22 Feb 2021
Indicative Review Date	01 Mar 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	CFACSA1, CFACSA2, CFACSA4, CFACSB1
Relevant Occupations	Customer Service Occupations, Removals, Logistics
Suite	Customer Service, Logistics Operations
Keywords	customer trust; champion; customer service; decision making; listening; customer satisfaction; friendly; positive; personal attention focus; work with others; communication; body language; culture
