

# 114974 Apply the basic skills of customer service

## **Purpose of this Unit Standard**

This Unit Standard provides a broad introduction to customer services and includes both internal and external customers. The focus is knowledge, skills, values and attitudes in relation to the learner's own context and experience of the world of work.

## **The qualifying learner is capable of:**

- Explaining customer service
- Engaging in an interaction with a customer
- Demonstrating communication skills in responding to a customer
- Processing a query in order to respond to a customer need

## **Learning Assumed to Be in Place and Recognition of Prior Learning**

- Hold a GETC or equivalent qualification
- Be competent in communication and mathematical literacy NQF level 1

## **Outcomes**

SO1: Explain customer service in a financial services environment

SO2: Engage in an interaction with a customer

SO3: Demonstrate communication skills in order to respond to a customer need

SO4: Process a query in order to respond to a customer need

<b>SAQA US ID</b>	<b>NQF LEVEL</b>	<b>CREDITS</b>	<b>US TITLE</b>
<b>114974</b>	<b>NQF Level 2</b>	<b>2</b>	<b>Apply the basic skills of customer service Unit</b>

**Duration: 1-Day**

## Content

### Outcome 1

Explain customer service in a financial services environment

- The concept of good customer service is explained with reference to a business sector and an organisation's competitive edge.
- Different types of customers are identified within a specific organisation.
- The consequences of poor service are identified with reference to the customer, the employee and the organisation.
- The procedure for escalating queries is explained with reference to own limit of authority.

### Outcome 2

Engage in an interaction with a customer

- An interaction with a customer is opened with reference to an organisation's internal standards.
- Information is requested to clarify the need.
- The customer's needs are identified and reflected back to the customer to confirm understanding.
- Non-verbal communication clues are used to determine an approach to the interaction.
- An interaction is closed with reference to an organisation's internal standards.

### Outcome 3

Demonstrate communication skills in order to respond to a customer need

- Active listening skills are demonstrated in three different customer service interactions.
- Keywords are identified in a customer dialogue and used to formulate an appropriate response.
- The main details of the customer's needs, request, query or complaint are recorded, and the entry is checked for accuracy with the customer.

### Outcome 4

Process a query in order to respond to a customer need

- Information about the customer and the need is used to formulate an appropriate response.
- The response is communicated to the customer using appropriate language.
- Enquiries outside own level of authority are escalated to the appropriate party.
- An agreement on follow-up actions is reached with the customer.
- Feedback on the progress of a query is given to the customer.

<https://www.stafftraining.co.za/workshops/114974apply-the-basic-skills-of-customer-service>

