

US 376 – Employ customer service techniques for differing customer behaviours in a given situation Level 3, Credit 2, Version 4

This evidence guide aims to assist you in preparing for assessment of this unit standard. It outlines the requirements for each element in the unit standard and the knowledge you need to have before you are assessed.

Purpose of the unit standard:

This unit standard is for entry level people to industries where customer contact skills are required and for the service sector in particular. People credited with this unit standard are able to demonstrate knowledge of customer service techniques required for differing customer behaviours and apply customer service techniques for differing customer behaviours in given situations.

Special notes from the unit standard

Enterprise requirements refer to documented instructions about policy and procedures (including service level agreements and the application of legislation to enterprise situations). These instructions are available in the workplace, work site and/or training or educational establishment. Enterprise requirements may include but are not limited to – health and safety requirements, service delivery requirements, special needs requirements, customer complaints requirements.

Given situation refers to service situations that reflect real workplaces.

Enterprise refer to any workplace, worksite and/or training or educational establishment.

Customer refers to both internal and external customers and refers to the recipient of goods and/or services

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 refers to a method used to promote effective communication between customer and service provider.

Service provider refers to the learner in this unit standard

Customer behaviours refers to observable, specific ways of interacting with the service provider. Customer behaviours may include but are not limited to – passive, aggressive, passive-aggressive, assertive.

Personal behavioural style refers to the learner's predominant way of behaving in certain situations. Behavioural style may include but is not limited to – passive withdrawal behaviour refers to behaviour whereby a person expresses his or her own feelings, thoughts, and opinions clearly and with ease.

Assertive behaviour refers to behaviour whereby a person expresses his or her own feelings, thoughts, and opinions clearly and with ease.

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 behaviour refers to non-assertive behaviour whereby a person does not readily express his or her own feelings thoughts and opinions.

Passive – aggressive behaviour refers to behaviour whereby a person signals his or her own feelings (usually anger), thoughts, and opinions in an indirect way

Active listening refers to the skills of listening. These skills may include but are not limited to – questioning, reading and responding to body language, use of silence, paraphrasing, reflecting feelings, summarising.

Service phases refer to stage in the service provision process. Service phases may include but are not limited to – greet customer, identify needs, meet needs, close encounter.

Legislative requirements may include but are not limited to – Privacy Act, 1993; Human Rights act, 1993; and subsequent amendments

The following unit standards may be considered relevant to, and/or supportive of this unit standard, but are not prerequisite entry unit standards: Unit 62, *Maintain personal presentation in the workplace*; Unit 56, *Attend to customer enquiries face-to-face and on the telephone*.

Resources

The following resources may be useful when completing this assessment:

- Information/courses taken on customer communication and satisfaction.
- Verified documentation can also assist with evidence.

Summary of Evidence Requirements

Sources of evidence may include:

- Oral questions
- Observation
- Written questions

Instructions:

All tasks are to be carried out in accordance with enterprise requirements, the enterprise being the workplace setting the standards required.

Read though the checklist on the following pages; if you can confidently tick all the boxes then you are ready to be assessed. If not, you will need to complete additional work before you are assessed.

The column labelled *evidence* is there for you to make notes about the type of evidence you are going to supply. This is optional.

Below outlines some suggestions on how this unit standard can be assessed:

- Element 1 – Assessed verbally or in writing.
- Element 2 - Observed by an assessor, manager/supervisor or expert witness.

If you are unsure of any requirements you may contact your assessor or workplace mentor for further clarification. It is recommended that you have all your evidence prepared before you meet with your assessor.

Evidence Checklist for US 376

☑	Performance criteria	Evidence
	Element 1. Demonstrate knowledge of customer service techniques required for differing customer behaviours	
	<p>1.1 Choose at least two (2) of the following behaviours and identify the characteristics. Describe how your chosen behaviours affect communication.</p> <ul style="list-style-type: none"> ○ Aggressive behaviour ○ Assertive behaviour ○ Passive behaviour ○ Passive - aggressive behaviour <p><i>See definitions page 1</i></p>	
	<p>1.2 Choose two (2) customer behaviours from the previous question (p.c. 1.1) and explain how you would respond to each behaviour in a common situation. For each customer behaviour chosen, explain how you may respond differently if under stress.</p> <p><i>Behavioural style might be:</i> <i>Passive response to an aggressive person</i> <i>Aggressive response to an aggressive person</i></p> <p><i>Requirements might be:</i> <i>Usual behavioural style</i> <i>Behavioural style learner reverts to under stress</i></p>	
	<p>1.3 Identify a situation within your workplace that involves a certain customer behaviour and explain how you would overcome it.</p>	

Evidence Checklist for US 376

	<p><i>For example</i> <i>Active listening</i> <i>Conflict management</i> <i>Use of humour</i> <i>BodyLanguage</i> <i>Verbal language</i></p>	
<input checked="" type="checkbox"/>	<p>Element 2: Apply customer service techniques for differing customer behaviours in given situations. One way you could be assessed on Element 2 is to be observed by an assessor. You will need to show how you apply customer service techniques for differing customer behaviours in TWO (2) given situations. On each occasion, at least one customer behaviour will be identified and customer service techniques applied.</p>	
	<p>2.2 In each situation, you will show how you adapt a personal behaviour style to suit the customer behaviour.</p> <p>Requirements might be: <i>Customer communication difficulties eliminated, customer satisfaction achieved</i></p> <p>For example: <i>You use appropriate body language – smiling, eye contact, arms folded, un folded, posture, facial expressions</i> <i>You use appropriate verbal language – tone, modulation, volume, speed</i> <i>You have a suitable attitude – manner, approach</i></p>	
	<p>2.3 You will show how you select and apply the most appropriate customer service technique to use in the given situation.</p> <p>Requirements might be: <i>Customer communication difficulties eliminated</i> <i>Service phases completed customer satisfaction achieved</i></p>	

Evidence Checklist for US 376

	<p>For example: <i>Passive customer: The techniques you may use is to show compassion, use open questions to obtain information from customer by finding out their needs and responding to their specific needs. Another technique may be to take them aside and speak with them in a more personal way so they feel important and comfortable to say what they need to express.</i></p>	
	<p>2.1 You will need to explain to your assessor the type of customer behaviour you have responded too and explain what the customer communication difficulties were.</p> <p>For example <i>The customer has a passive behaviour. This type of customer behaviour makes communication difficult because she spoke with a very soft tone of voice and I found it hard to hear her. She also said few words and could not say in a direct manner what she wanted to I had to ask many open questions to obtain her needs. She had very closed body language, ie arms folded, hunched shoulders, and head and eyes looking down to the floor. This made communication difficult as I couldn't see her face and her expressions to give me feedback or acknowledgement of her understanding what was being communicated.</i></p>	