

Easy Steps



Unit 56 (v6)

**Attend to customer enquiries
face-to-face and on the telephone**

- ☒ Easy to follow
- ☒ Step-by-step instructions
- ☒ Covers Unit Standard Criteria

A Cheryl Price Publication

Unit Standard 56 (Version 6)

Attend to customer enquiries face-to-face and on the telephone

This book covers the course outline for the following New Zealand Qualifications Authority Unit Standard:

Unit Standard 56 - SERVICE SECTOR - CORE SKILLS (Level 1, Credit 2)
Attend to customer enquiries face-to-face and on the telephone (version 6).

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Unit Standard 56 Version 6

Title	Attend to customer enquiries face-to-face and on the telephone		
Level	1	Credits	2

Purpose	<p>This unit standard is for those people working, or intending to work, in industries where customer contact skills are required.</p> <p>People credited with this unit standard are able to: explain why personal hygiene and personal care requirements are important factors in the workplace; attend to customer enquiries face-to-face; and attend to customer enquiries over the telephone.</p>
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Classification	Service Sector Skills > Service Sector - Core Skills
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Available grade	Achieved
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Explanatory notes

- 1 This unit standard can be assessed against in a real or simulated workplace.
- 2 Definitions
Attend to may include dealing to the situation oneself or referring to another person.
Customer refers to both internal and external customers and refers to the recipient of goods and/or services.
Customer enquiries refer to requests for help, requests for information, requests for orders.
Workplace refers to any workplace, worksite and/or training or educational establishment.
Workplace requirements are documented policies and procedures or established protocols for workplace performance.
- 3 The following legislation and subsequent amendments provide reference, where needed, for this unit standard:
Privacy Act 1993
Health and Safety in Employment Act 1992
Human Rights Act 1993.
- 4 An assessment resource to support this unit standard can be found on the NZQA website at: <http://www.nzqa.govt.nz/for-providers/resources/index.html>.

Outcomes and evidence requirements

Outcome 1

Explain why personal hygiene and personal care requirements are important factors in a workplace.

Evidence requirements

- 1.1 Reasons why personal hygiene and personal care requirements are important factors in the workplace are explained in terms of health and safety, customer satisfaction, workplace image, personal image.
- Range personal hygiene and personal care requirements include but are not limited to – hair, hands and nails, feet, body, face, teeth, clothing; may include – accessories including body jewellery, uniform requirements, dress guidelines.

Outcome 2

Attend to customer enquiries face-to-face.

Evidence requirements

- 2.1 Customer is greeted in accordance with workplace requirements.
- Range greeting may include but is not limited to – smile, polite language, appropriate welcoming phrase, appropriate non-verbal communication.
- 2.2 Purpose of enquiry and customer needs is ascertained in accordance with workplace requirements.
- Range needs may include but are not limited to – notification of arrival to specific person/s, directions, collection of material, delivery of material.
- 2.3 Customer enquiries are responded to in accordance with workplace requirements.
- Range action taken, farewell statement.

Outcome 3

Attend to customer enquiries over the telephone.

Evidence requirements

- 3.1 Call is answered and telephone communication skills are demonstrated in accordance with workplace requirements.
- Range must include but is not limited to – timeliness, courtesy, clarity, personal identification, active listening, giving accurate information.
- 3.2 Personal details of caller are recorded in accordance with workplace requirements.
- 3.3 Details of enquiries are noted and checked for accuracy with caller.
- 3.4 Customer enquiries are responded to in accordance with workplace requirements.
- Range action taken, farewell statement.
- 3.5 Instances where enquiries should be referred to experienced staff are identified and acted upon in accordance with workplace requirements.

Sample Document

Personal skills

Learning Outcomes

At the end of this section you should be able to -

- ☐ Explain why personal hygiene and personal care requirements are important in the workplace in terms of:
- ☐ Health and safety
- ☐ Customer satisfaction
- ☐ Workplace image
- ☐ Personal image

Customer Contact: The First Impression

Most jobs require us to meet and speak to clients, customers or visitors, either face-to-face or on the telephone. How customers and clients are treated by the first person that they meet in a company determines their first impression of that company and helps them decide whether they want to take their business there. Their first impression will be hard to shake off. If they get a bad first impression, they may simply go elsewhere and not bother with the company at all.

Customer satisfaction is just one of the reasons why it is of great importance that we present ourselves well in the workplace – including looking tidy, being clean and wearing appropriate clothing. Other reasons are that looking good makes our workplace more professional, it also boosts our own self-confidence (if we look good, we feel good) and our appearance can even help keep us safe (for example, if we wear inappropriate shoes like open toe sandals, in a warehouse, we could very easily get our toes crushed if something fell on us).

This workbook will help you to make sure that you look right whatever your job.

Not convinced that these things matter?

Consider the following scenarios.



You go into a hairdressers and the lady on the left offers to cut your hair. What do you do?

OUTCOME: You don't want hair like that, so you apologise and walk further along the street.

You go to the local solicitors firm for help, and the gentleman on the right is at reception. What do you do?

OUTCOME: You don't want to deal with a firm that has such bad-tempered people, so you have a look in the Yellow Pages to find another firm.



Your Personal Presentation

Our appearance is a major contributor to the impression that you (and therefore your organisation) will make on customers.

There are three key areas to discuss concerning how you look, ie how you *present* yourself to customers.

1. Personal hygiene

Personal hygiene is to do with your personal cleanliness: Are you clean and fresh? Do you shower regularly? Do you have bad breath? If you wear make-up, is it well applied? Do you get enough sleep?

2. Personal care

Personal care is to do with grooming, general presentation and clothes maintenance: Are your clothes clean and tidy? Have they been freshly laundered? Are your shoes scuffed? Do your clothes smell or have stains on them? Do you have inappropriate tattoos? Is your hairstyle completely wrong for your particular workplace?

3. Dress code

Dress code is to do with what clothes you should be wearing: What are the requirements regarding clothing? Are there health and safety reasons for needing hats, hair nets, steel toe-capped boots, etc? What style of clothing is appropriate – casual, formal, uniform, etc?

Attending to your health and hygiene, what you wear and the standard of your clothing, will be an outward sign to customers that you are good at your job, thoughtful and professional.

Why is Presentation Important?

Increased customer satisfaction

If we pay attention to our personal presentation, it sends a message to customers that we care about ourselves and about the way others perceive us. This implies that we also care about the service we offer and the way we perform it. Customers will immediately have a better opinion of our organisation and how it will do its job if we are clean and fresh.

Exercise 1

Two customers visit a sandwich shop.

The first customer, Cheryl, is served by a sweaty man with dirt under his fingernails. He doesn't have an apron on and before he cuts the bread he rubs the knife on the back of his dirty jeans. He scratches inside his ears and Cheryl is sure that she even sees him pick his nose. The sandwich looks fine but Cheryl feels rather nauseous as she eats it and puts it in the bin half eaten back at the office.

The second customer, Chris, is served by a lady wearing clean overalls and a hair net. She washes her hands before serving Chris and selects a clean knife before cutting the bread. Chris thoroughly enjoys his sandwich and becomes a regular customer.

How would you rate Cheryl's customer satisfaction after her visit? Explain why.

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How would you rate Chris's customer satisfaction? Explain why.

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Being clean and fresh contributes to customer satisfaction. If personal hygiene is lacking, customers won't want to return even if the service was otherwise of an acceptable standard.

Other examples of workplaces where cleanliness is essential to good customer satisfaction are hairdressing salons, make-up shops, hotels, nurses and doctors, dentists, etc.

Would you like a dentist who had bad breath leaning over you to inspect your teeth?

Health and safety issues

There are many workplaces where personal hygiene is not just a case of being ‘nice to have’ but essential under the law. For example in workplaces where food is handled (eg in restaurant kitchens, fisheries, canning factories, etc), there is a danger of food poisoning (the transmission of disease through food), if employees become slack about hygiene matters.

Food handlers have a moral and legal responsibility to keep high standards of personal cleanliness to ensure that they do not contaminate food. Food handlers should be in good health and **MUST** stay away from work if they have diarrhoea, vomiting, a food-borne infection, skin infections, sores, heavy colds and ear or eye discharge.

Food handlers should wash their hands regularly and not regularly wipe utensils on the same cloth. Food handlers are generally required to keep their hair covered and to wear gloves. Loose clothing and hair could be dangerous when working with machinery.

Protective equipment such as a hard hat, steel toe-capped boots or flame retardant overalls may be required to keep you safe in a potentially dangerous environment.

Exercise 2

For the following workers, explain why they should take care to attend to personal hygiene.

Pharmacist:

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.....

Veterinary nurse:

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.....

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Hairdresser:

.....

.....

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Workplace image and personal image

People who work in a call centre and contact customers solely by telephone may think that good presentation is less important than if they worked in an environment where they met customers face to face. However, often such companies still require their staff to wear smart clothes and to achieve good personal hygiene standards. This is because if we *look smart, we think smarter*. Looking smart often encourages us to take ourselves and our jobs more seriously. In addition, it helps ensure that anyone visiting our workplace will go away with a good impression of a smart, committed workforce.