

# Easy Steps



## **Unit 62 (V+)**

**Maintain personal presentation and  
a positive attitude in a workplace  
involving customer contact**

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

*A Cheryl Price Publication*

## **Unit Standard 62 (Version 7)**

### **Maintain personal presentation and a positive attitude in a workplace involving customer contact**

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

Unit Standard 62 - SERVICE SECTOR – CORE SKILLS (Level 2, Credit 3)  
Maintain personal presentation and a positive attitude in a workplace involving customer contact (Version 7).

All topics in this Unit Standard are included in this book.

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Sample Document

## Unit Standard 62 Version 7

<b>Title</b>	<b>Maintain personal presentation and a positive attitude in a workplace involving customer contact</b>		
<b>Level</b>	<b>2</b>	<b>Credits</b>	<b>3</b>

<b>Purpose</b>	<p>This unit standard is for those people working in positions involving customer contact.</p> <p>People credited with this unit standard are able to: describe personal hygiene and presentation requirements for a workplace involving customer contact; describe factors that project a positive attitude; present a positive image; and maintain personal presentation and a positive attitude in a workplace involving customer contact.</p>
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<b>Classification</b>	Service Sector Skills > Service Sector - Core Skills
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<b>Available grade</b>	Achieved
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### Explanatory notes

- 1 Assessment can occur in a workplace or in a training or educational establishment, provided that workplace conditions are closely simulated, for example, in a model office, salon or workshop.
- 2 **Definitions**  
 Workplace refers to a place of paid or voluntary employment.  
 Workplace requirements include any legal requirements, standards, codes of practice, company and/or site procedures and any industry best practice documents.  
 Customer refers to both internal and external customers and refers to the recipient of goods and/or services.  
 Positive attitude refers to a willingness to assist customers and a can-do approach for meeting customer needs.  
 Positive image is associated with professionalism and includes appropriate language, courtesy and politeness.
- 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>.

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## Outcomes and evidence requirements

### Outcome 1

Describe personal hygiene and presentation requirements for a workplace involving customer contact.

#### Evidence requirements

- 1.1 Standards of personal hygiene and personal presentation are described in accordance with workplace requirements.
- Range includes but is not limited to – personal cleanliness, clothing maintenance, hair care, makeup and perfume, deodorant and antiperspirants.
- 1.2 Reasons for personal hygiene and presentation standards for the workplace are explained.
- Range reasons may include but are not limited to – health and safety, customer satisfaction.

### Outcome 2

Describe factors that project a positive attitude in a workplace involving customer contact.

#### Evidence requirements

- 2.1 Factors that project a positive attitude towards customers are described in terms of workplace requirements.
- Range factors include but are not limited to – enthusiasm, helpfulness, interest, responsiveness, courtesy, politeness; evidence is required for three different factors.

### Outcome 3

Present a positive image in a workplace involving customer contact.

- Range evidence is required to show consistency of performance in the workplace over a minimum of five working days.

#### Evidence requirements

- 3.1 Positive interactions with customers are demonstrated in accordance with workplace requirements.
- Range interactions include but are not limited to – using appropriate language when speaking, questioning and responding to questions; listening; facial expression; body language.

- 3.2 Clothing and accessories that are suitable for occupation and task are worn in accordance with workplace requirements.

Range clothing may include but is not limited to – uniforms, personal protective equipment, everyday wear.

#### Outcome 4

Maintain personal presentation and a positive attitude in a workplace involving customer contact.

Range evidence is required to show consistency of performance in the workplace over a minimum of five working days.

#### Evidence requirements

- 4.1 A positive attitude is maintained in all customer contact and in accordance with workplace requirements.
- 4.2 Dress and personal presentation standards are maintained in accordance with workplace requirements.

<b>Planned review date</b>	31 December 2015
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#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	16 June 1993	December 2014
Review	2	25 October 1995	December 2014
Review	3	24 March 1998	December 2014
Revision	4	12 September 2002	December 2014
Review	5	16 July 2010	December 2014
Revision	6	15 March 2012	December 2015
Revision	7	17 July 2014	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0023
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.



## Section

# 1

# Personal Presentation

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## Learning Outcomes

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

- ☐ Understand the reasons for personal hygiene and grooming in the workplace
- ☐ Identify the rules and regulations your organisation has on personal hygiene and grooming
- ☐ Meet and maintain standards for personal hygiene and grooming
- ☐ Project a positive image by meeting appropriate standards of personal presentation
- ☐ Identify and wear appropriate clothing for the workplace

# Introduction

Most jobs require us to have contact with other people – whether they are clients, customers, visitors or work colleagues.

A job could involve any of the following:

- Selling a product
- Teaching
- Plumbing in a washing machine
- Greeting guests at a hotel
- Providing medical care

..... the list is endless!

All of these jobs involve customer contact, for example,

- Salespeople sell products to customers that come into the shop.
- Teachers teach children or adults, in a school, training centre or from home.
- Plumbers visit factories, shops, restaurants, homes, etc, to plumb items.
- Receptionists welcome guests, assign rooms and take payment.
- Nurses and doctors examine patients and advise on treatment.

## Exercise 1

Write down three jobs here and how they might involve contact with customers.

1 .....

.....



2 .....

.....

3 .....

.....

If you have a job which involves customer contact, then you are in the **‘front line’** of your organisation. This means that you are a direct link between your organisation and its customers – the people who keep it in business. You are the person whom customers deal with, and so it is from your **appearance, attitude, behaviour and standard of service** that customers will form their opinion of your organisation.

 <p>HAIRDRESSER</p>	<p>By way of example, look at the hairdresser on the left and the receptionist on the right. If a customer came across these people in a workplace, he or she might well assume that the hairdresser doesn't know the first thing about styling hair, and that such a busy and harassed receptionist will forget to send him or her the information they promised.</p> <p>In actual fact, these people may be very competent at their jobs – but the customer may never give them a chance to improve on the bad first impression they put forward.</p>	 <p>RECEPTIONIST</p>
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How we look and behave affects customer satisfaction. If we look scruffy, customers may think they will get a substandard service (a 'scruffy' service, if you like). This is why it is of great importance when dealing with customers to look, sound and act appropriately.

You may not like to be judged on how you look, in particular, but it is all part of making customers feel that your organisation cares about them and will do a good job for them. 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 your organisation at all.

This Workbook will help you to make sure that you look right, sound right and act right. It covers

- Personal presentation
- The image that you present in the workplace
- The attitude that you project in the workplace
- Communication with customers

# Who Are Your Customers?



First, you have to know who your customers are. If you can't answer this question, there is a risk that you could behave inappropriately towards people.

**Your customers are all the people that you deal with in your working life.**

Some examples are obvious, for example,

- A hairdresser's customers are customers who want their hair cut, permed or coloured.
- A dental nurse's customers are patients who attend the dental surgery.
- A supermarket cashier's customers are customers at the shop who bring items to the till.
- An animal trainer's customers are pet owners who bring their pets in for training.

However, these people may have other customers who may not immediately be so obvious, eg

- The hairdresser may have trainees working part-time in the salon while they learn the trade. These trainees are also customers.
- The dental nurse may liaise with dental organisations or other surgeries to keep abreast of new techniques – these organisations would also be customers.

## Customers can be *external*

Customers can be “external” (or “out-of-house”), which means that they come from outside our organisation.

Some employees may have a lot of contact with members of the public who are buying their goods or using their services, for example

- a supermarket worker,
- a doctor,
- an electrician,
- a waitress,
- a nurse,
- a hotel doorman,
- an airline steward/ess.



External customers are also essential to organisations. It is external customers who buy our services or products, which keeps the organisation functioning. In effect, external customers pay our wages for us.

## Customers can be *internal*

Customers can be “internal” (or “in-house”), which means that they come from within the same organisation as us (eg colleagues in our department or in other departments, branches or regional offices).



Some people may spend most of their time dealing with other workers in the same organisation, for example

- a mailroom worker might spend a lot of time collecting and delivering post within the organisation,
- a chef might work with the kitchen staff and the maitre d’.

Are you wondering why our work colleagues are our ‘customers’? You probably usually think of customers as being people that come to our shop, clinic, centre, etc.

It is because employees are very valuable to a company. It costs a company a lot of money to *find*, *recruit* and *train* an employee. Once trained, an employee has invaluable knowledge about the best and most efficient way to do their job. It is therefore essential that they are respected and treated well at work, by other work colleagues as well as by managers.

## A combination of the above

Most employees have to deal with a huge variety of customers – both internal and external, for example,

- a receptionist will greet guests and also assist staff members,
- a head waiter will deal both with the waiting staff and with diners,
- a charity administrator will deal with members of the public who wish to donate money and also staff who organise fund-raising campaigns.

### Exercise 2

For each of the following workers, tick whether their customers would be mainly internal or external.

	Mainly internal customers	Mainly external customers
Office computer support manager	<input type="checkbox"/>	<input type="checkbox"/>
Caretaker for office building	<input type="checkbox"/>	<input type="checkbox"/>
Travel agent	<input type="checkbox"/>	<input type="checkbox"/>
Estate agent	<input type="checkbox"/>	<input type="checkbox"/>

# Requirements and Standards set by Organisations

Each place of work is different, and each has different requirements ('rules') and standards on staff behaviour and presentation. Rules may be made about the *style of your clothes*, the *style of your hair*, how smart you must be, whether you can wear make-up, etc.

When you enter a new workplace, one of the first things you will need to find out is: How should you look while you are at work.

Rules or requirements may cover such matters as:

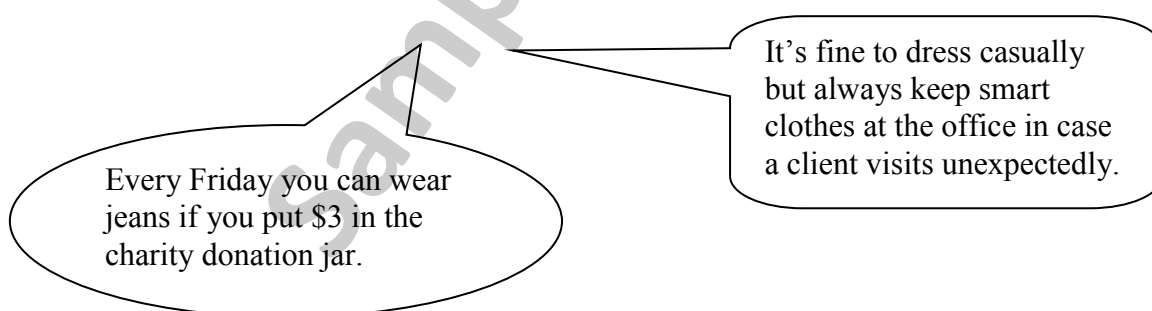
- Whether jeans can be worn at work
- Whether unnaturally coloured hair is acceptable
- Whether men can wear shorts in the summertime
- How much jewellery is appropriate
- Whether tattoos are acceptable

The rules give employees a framework so that they know what is expected of them – both by the organisation and by customers.

## Informal or unofficial rules

Some organisations will have 'informal' rules. These rules might not be written down anywhere, but everybody knows them. This is most common in smaller organisations where everybody knows each other, and rules can be communicated by talking to each other.

Some examples are:



New employees learn 'unwritten' or informal rules by watching each other and asking questions.

## Formal or official rules

Some workplaces can be very strict with elaborate or in-depth requirements. For example, these could be places where:

- hygiene,
- health and safety,
- customer contact, or
- customer satisfaction

are especially important.

Examples of organisations with particularly formal rules on personal hygiene, personal presentation and dress codes could include:

- A delicatessen where cleanliness will send customers the signal that staff are meticulous about hygiene.
- A horse riding stable where staff must wear hard hats and appropriate riding gear to ensure their own safety and the safety of others.
- A beauty clinic where staff must look good to reflect the good effects that their services can have on clients.
- A law firm where good personal presentation is essential to create an impression of professionalism and efficiency.

## Standards

A *standard* is something to which everyone, or everything, must conform. For instance, the standard of **dress** in an organisation might be:

- Smart suit – for business people.
- Black and white – for waiting staff.
- Casual – for bar staff.
- Fashionable – for shop assistant.

If something is *standard*, then it sticks to the rules.

### Example of rules and standards on behaviour and personal presentation in the workplace

Jennie is a travel agent. The travel agency where she works specialises in expensive cruises, weddings-on-the-beach, honeymoons and 'once-in-a-lifetime' holiday breaks. The agency's customers spend a lot of money on very special holidays and so the travel agency has rules on:

- the personal presentation of the travel agents – smart suits must be worn,
- the style of furniture in the office – leather sofas and mahogany desks,
- the way that customers are addressed – respectfully and formally, as Sir and Madam,
- how customers are greeted - they are always offered a cup of tea or coffee, and
- the way that their enquiries are discussed - customers sit in comfy sofas, and are given a slide show of hotels and resorts from the region they are interested in. They are also given colour brochures to take away and offered the chance to meet with satisfied customers who have already taken their holiday.

### Exercise 3

Write down two workplaces where rules on personal presentation are likely to be strict and formal. Explain why.

.....

.....

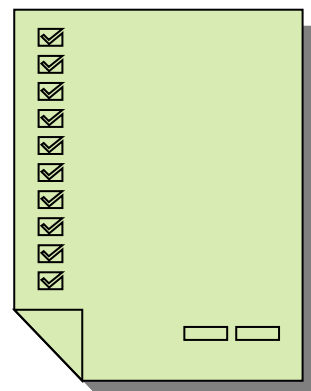
.....

.....

### Where to find information on your organisation's rules

Rules on personal presentation and how you deal with customers could be contained in any of the following:

- Guidelines
- Job description
- Employment contract
- Workplace manual
- Procedures Guide
- Health and safety manual
- Your organisation's internet site
- On a notice board
- Ask your supervisor or line manager.



If you have a job, ask your supervisor to help you find the rules if there are any. Bear them in mind when you are reading the next sections of this Workbook.



# Personal Presentation

We begin with YOU and how you look.

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



What do these phrases mean and what do they involve?

**Personal hygiene:** Are you clean and fresh? Do you shower regularly? Do you have bad breath? If you wear make-up, is it appropriately applied? Do you get enough sleep? Is your hairstyle appropriate?

**Dress code:** 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.

**Grooming:** Are your clothes tidy, appropriate and clean? If not, customers may think that you and your organisation are sloppy and won't give them good service.

## Projecting a positive image by your personal presentation

What customers think of you will determine their first impression of your organisation and help them decide whether they want to give you their business. Customers will form an impression of you based initially on how you look and how you behave. 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.

You can contribute to projecting this 'positive image' by taking note of and attending to the factors discussed on the following pages.

# Personal Hygiene

## Why is personal hygiene important?

### Customer satisfaction

If we pay attention to our personal presentation, it sends a message to clients 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. If we *look* presentable, clients will immediately have a better opinion of our organisation and how it will do its job.

#### Example

Two customers visit a sandwich shop.

The first, 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, 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.

Turn to a partner and discuss how you would rate Cheryl's customer satisfaction after her visit.

Discuss also how you would rate Chris's.

*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?

#### Exercise 4

Write down two workplaces where customer satisfaction would be greatly affected by the staff's poor personal hygiene standards. Explain why.

.....

.....

.....

.....

## Health and safety

There are many workplaces where personal hygiene is not just a case of being ‘nice to have’ but essential under the law. The following are some examples.

### Employees who deal with food

Food poisoning (the transmission of disease through food) is always a danger where food is being handled, eg restaurant kitchens, fisheries, canning factories, etc.

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.

### Employees who deal with animals

Diseases can be transmitted from infected animals during handling or slaughter. Therefore it is essential that employees don’t have open wounds (which bacteria could infect), and that they don’t bite their nails, eat or smoke with hands contaminated by animal fluids.

### Employees who deal with dangerous materials

In workplaces where dangerous or toxic materials (for example, lead) are handled, employees should cover cuts and sores, take care to wash thoroughly and not smoke in the workplace to help avoid infection.

#### Exercise 5

For the following workers, state some of the negative health and safety consequences of not attending to personal hygiene.

Gardener: .....

.....

Builder: .....

.....

Hospital orderly: .....

.....

# Aspects of Personal Hygiene

## Looking after your body

In New Zealand's warm climate it is essential to make sure you keep yourselves as fresh as possible.

- Bath or shower at least once a day.
- Ensure you use soap or body gel and don't skimp on the hard to reach parts!
- Use an underarm deodorant or anti-perspirant every morning.



## Hand and nail care

- Check that your hands and nails are clean.
- Use a nail brush if you find it difficult to get your nails clean.
- Use a hand cream if your hands are dry or the skin is cracked.
- If you wish to wear nail polish to work, check that it is appropriate at your workplace.
- Make sure any coloured nail polish is intact – flaking nail polish looks awful.
- At work, dry hands on single service roller towels, disposable paper towels or hot air dryers to avoid picking up an infection.
- Always wash hands after going to the toilet, blowing your nose, coughing, sneezing, smoking, eating and handling waste.

## Nose, mouth and teeth

- Brush your teeth every morning.
- Consider keeping a toothbrush at work so you can freshen up after lunch.
- Dirty teeth not only look bad, but can cause bad breath.
- If you are worried that you might have bad breath, keep some mouth fresheners with you and visit a dentist for a check-up.
- Wash your hands after sneezing or blowing your nose.
- Use disposable paper tissues rather than handkerchiefs.