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| Title | **Communicate in the workplace to support customers and team** | | |
| Level | **3** | **Credits** | **6** |

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| Purpose | This Competency standard identifies the competencies required to communicate in the workplace to support customers and team as per organization’s approved guidelines and procedures. You will be expected to communicate face-to-face with customers, use technology to communicate with customers, communicate with customers and colleagues from diverse backgrounds, work in a team, ask appropriate probing / questioning from customers and provide continuous feedback to customers / colleagues. Your underpinning knowledge about basic communication tools and correspondence tactics will be sufficient for you to provide the basics of the work. |

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| Classification ISCED | 0416 Wholesale and retail sales |

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| Available grade | Competent / Not yet competent |

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| Modification history | N/A |

| **Unit of Competency** | **Performance Criteria** | **Knowledge** |
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| **B1. Communicate face-to-face with customers.** | **You must be able to:**   1. Maintain welcoming customer environment that reflects company branding and market position and is in line with the company policy and procedures. 2. Greet customer warmly according to company policy and procedures. 3. Create effective service environment through verbal and non-verbal interaction according to company policy and procedures. 4. Use questioning and active listening to determine customer needs. 5. Use positive and inclusive language. 6. Recognize personal factors impact on customer service delivery | **You must be able to:**   1. Explain different techniques that can be applied when communicate with customer face to face 2. Describe types of customer behavior and dealings 3. Explain different communication skills and techniques 4. Explain the basic key elements of the communication process. 5. Describe a range of communication methods that can be used to effectively communicate with customers and identify the most appropriate to use in different situations. 6. Explain how ‘body language’ impacts on the communication process. |
| **B2. Use technology to communicate with customers.** | **You must be able to:**   1. Answer telephone according to the company procedures. 2. Questioning and active listening to identify caller and establish and confirm requirements. 3. Use telephone system functions according to instructions. 4. Use email, social networking sites and other technologies to receive and process information and customer requests in line with company policy and procedures. 5. Record and promptly pass on messages or information. 6. Inform customer of any problems and relevant action being taken. 7. Perform follow-up action as necessary. | **You must be able to:**   1. Identify the recognized principles of communicating electronically, by telephone and in writing. 2. Describe the different methods of collecting customer feedback on telephone. 3. Explain the importance of collecting customer feedback and how this can be used to improve customer service. 4. Describe how technology can affect and enhance the service delivery process. |
| **B3. Communicate with customers and colleagues from diverse backgrounds.** | **You must be able to:**   1. Treat customers and colleagues from diverse backgrounds with respect and sensitivity. 2. Consider cultural differences in verbal and non-verbal communication. 3. Use gestures or simple words to communicate where language barriers exist. 4. Obtain assistance from colleagues or supervisors when required to facilitate communications. | **You must be able to:**   1. Identify the barriers to effective communication that can arise and how best to deal with these. 2. Identify and explain when it is necessary to seek advice or assistance from colleagues and when to take own initiative. 3. Describe different types of dealings techniques with different types of behaviors |
| **B4. Work in a team.** | **You must be able to:**   1. Display a courteous and helpful manner at all times. 2. Complete allocated tasks willingly, according to set timeframes. 3. Actively seek or provide assistance by approaching other team members when difficulties arise. 4. Identify and use lines of communication with supervisors and peers according to company policy. 5. Encourage, acknowledge and act upon constructive feed-back provided by other team members. 6. Use questioning to minimise misunderstandings. 7. Identify signs of potential workplace conflict wherever possible and take action to resolve the situation using open and respectful communication. 8. Participate in team problem solving. 9. Interpret organization’s goals and objectives and translate them into individual targets 10. Prepare plan of action to achieve individual as well as team goals | **You must be able to:**   1. Define team work. 2. Explain the importance of team work. 3. Define company goals and objectives as well as SOPs of the company 4. Explain different concepts and techniques of problem solving 5. Describe systematic decision making process 6. Describe characteristics of a successful teamwork experience. |
| **B5. Ask appropriate probing / questioning from customers** | **You must be able to:**   1. Use different types of questions when appropriate. 2. Allow the other person to answer freely. 3. Collect facts, information and data about the other person’s situation. 4. Focus on the necessary information (information that links directly to product or service) | **You must be able to:**   1. Explain:  * Open-ended questions * Close-ended questions * High gain questions * Mirror questions * Probing questions * Situation questions |
| **B6. Provide continuous feed-back** | **You must be able to:**   1. Give and receive feed-back with customers. 2. Apply appropriate body language and read customers body language. 3. Give and receive feed-back with internal departments. 4. Design a communication system / process and share information. 5. Gain commitment from others to work together in the interest of the customers. 6. Conduct meetings. 7. Utilize the feed-back to identify opportunities for product / service improvement. | **You must be able to:**   1. Explain how to use customer feed-back to improve your business 2. Define importance of body language. 3. Explain communication ethics. 4. Define organizational Jargon. |