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| Title | **Provide assistance to the customer** |
| Level | **3** | **Credits** | **8** |

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| Purpose | This Competency standard identifies the competencies required to Provide Assistance to the Customers as per organization’s approved guidelines and procedures. You will be expected to listen and record customer’s demands attentively, gather information about customer’s demands & need, provide information or services to customer, coordinate with internal / external departments, assure customer satisfaction and maintain record of correspondence. Your underpinning knowledge about provide assistance to the customers 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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| **D1. Listen and record customer’s demands / complaints attentively.** | **You must be able to:**1. Remove or reduce barriers to listening.
2. Display interest through appropriate use of body language (eye contact, gestures) or words.
3. Respect and show empathy for the speaker’s feelings and opinions.
4. Watch for the non-verbal parts of the message listen with a sense of curiosity about customer’s needs, expectations etc.
5. Identify the limits of your authority and the need to pass the problem/query onto a senior colleague.
6. Use simple, clear and assertive language during interaction
7. Aware of the customer’s culture / work environment.
8. Take detail notes, record key points.
9. Recognize and respond to buying signals.
10. Confirm communication by clarifying understanding and closing the loop.
 | **You must be able to:**1. Describe and appropriately apply recognized procedures for handling and solving a customer’s problem.
2. State the purpose and benefits of having pre-determined procedures for dealing with customer problems.
3. Identify the options for solving a customer’s problem and state the advantages and disadvantages of these for the customer and organization.
4. Explain the importance of keeping a customer informed about what is happening to resolve their problem and checking it has been resolved to their satisfaction.
5. Explain the need to feedback on actual and potential problems to relevant others to improve customer service.
6. Explain the consequences of not dealing effectively with a customer problem and show how successful resolution can impact on customer loyalty and improved internal working relationships.
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| **D2. Gather information about customer’s demands & need** | **You must be able to:**1. Identify customer’s objectives, desires and problems that relate to the product or service
2. Collect information on how the customer plans to use the product or service
3. Gather information in a courteous and professional manner
4. Select and use most efficient method of interviewing when gathering information from customers (e.g. open vs. close ended questions, knowing when to use follow up questions).
 | **You must be able to:**1. describe customer needs and expectations related to product or service
2. Explain the manners of demonstrating cost/benefit/value to customer based on customer expectations and needs.
3. Define interviewing methods and types of questioning.
4. Describe appropriate methods and tools for research.
5. Define statistical tools
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| **D3. Provide information or services to customer** | **You must be able to:** 1. Select appropriate media to send feedback to the customer
2. Provide courteous and complete attention to customer
3. Address customer’s comments, questions, concerns and objections with clear, direct, accurate and timely responses
4. Clarify and reconfirm customer’s needs and objectives, if necessary
 | **You must be able to:**1. Define verbal and writing skill (Letter, Fax etc.)
2. Explain the use of MS Office, Internet, and E-mail etc.
3. Explain time zones
4. Define policies and regulations of company
5. Explain the importance of setting priorities and work management.

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| **D4. Coordinate with Internal / External Departments** | **You must be able to:**1. Follow proper communication channels and methods for interacting with internal or external departments
2. Obtain necessary approvals from senior management or person concerned before interacting with external department, where applicable
3. Convey accurate and complete information to relevant department and ensure proper follow up for timely response
4. Keep record of all the correspondence with internal or external departments as per company’s policies.
 | **You must be able to:**1. Describe communication channels and methods
2. Explain the methods and principles of record keeping
3. explain the procedure of developing communication material including letters, emails and phone calls etc.
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| **D5. Assure customer satisfaction** | **You must be able to:**1. Conduct timely follow up inquiry to determine whether product or service met customer’s expectations.
2. Convey immediately the significant customer feedback to supervisor or other relevant individuals and departments.
3. Select techniques and tools for obtaining information about customer satisfaction.
 | **You must be able to:**1. Explain the principles and method of conducting surveys and designing surveying tools.
2. Describe different techniques of problem solving*.*
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| **D6. Maintain record of correspondence** | **You must be able to:**1. Maintain record of queries and complaints in proper format accordingly to company’s practice.
2. Ensure customer’s queries and complaints are answered and recorded in report.
 | **You must be able to:**1. Explain type of queries
2. Define layouts of reports
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