



**PROVIDING CUSTOMER SERVICE
NQF 4**

UNIT STANDARD NUMBER: RW/C/SERVE/4

FACILITATOR'S MANUAL

FACILITATOR INSTRUCTIONS

Dear Facilitator

The Customer Service Level 4 learning programme has the objective of transferring relevant knowledge to be integrated with any existing knowledge already obtained by learners concerning customer service actions aimed at “attending to customers”.

The integration of the knowledge must then be demonstrated through the development and application of the required skills that will make “attending to customers” an integral part of the behaviour of learners when dealing with customers either internal or external.

The learning programme is built around the Unit Standard “Providing Customer Service”, Unit Standard No. RW/C/SERVE/4, developed by the Retail & Wholesale SETA.

The Unit Standard requires learners to competently demonstrate three specific outcomes namely:

1. Responding to customer queries and complaints by offering a range of solutions for resolving customer dissatisfaction in retail or wholesale outlets.
2. Recording telephonic queries and complaints to initiate future actions for customer dissatisfaction in retail or wholesale outlets.
3. Negotiating internal and external resources for providing effective solutions to customer queries/complaints in retail or wholesale outlets.
4. Identifying and alerting co-workers to shortfalls in products and services in retail or wholesale outlets.
5. Updating and maintaining customer information using a range of data capturing processes for recording customer details in retail or wholesale outlets.

Your efforts during the workshop should be to use the learning material together with the work activities included in the workbook, to assist the learners to integrate the knowledge, re-enforce it with their own practical experiences and develop the ability to further apply the acquired knowledge in their place of work to continuously demonstrate excellent customer service.

FACILITATORS GUIDE

MODULE	ACTIVITIES/CONTENTS	RESOURCES	ASSESSMENT CRITERIA
<p style="text-align: center;">Module 1</p> <p style="text-align: center;">Responding to Customer Problems</p>	<ol style="list-style-type: none"> 1. Responding to customer queries and complaints by offering a range of solutions for resolving customer dissatisfaction in retail/wholesale outlets. 2. Recording telephonic queries and complaints to initiate future actions for customer dissatisfaction in retail or wholesale outlets. 	<p>Learner Workbooks Learning Programme Transparencies Flip Chart Overhead Projector</p>	<ol style="list-style-type: none"> 1. Successfully identify customer complaints using relevant techniques to maintain customer satisfaction. 2. Identifying appropriate solutions to customer complaints that lead to customer satisfaction. 3. Responding to customer queries through display of product/service knowledge. 4. Responding to customer queries or complaints utilising organisational support systems, policies and procedures. 5. Maintaining a balance between the needs of customers and the interests of the organisation. 6. Keeping the customer informed of progress concerning problems raised. 7. Maintaining customer relations while resolving customer queries or problems.
<p style="text-align: center;">Module 2</p> <p style="text-align: center;">Updating and Maintaining Customer Information</p>	<ol style="list-style-type: none"> 1. Updating and maintaining customer information using a range of data capturing processes for recording customer details in retail/wholesale outlets. 		<ol style="list-style-type: none"> 1. Records are regularly and accurately checked, updated and corrected. 2. Documentation is comprehensive, correct in detail and contains relevant facts. 3. New information is captured into record storage systems following organisational procedures. 4. Out-of-date information is dealt with as directed. 5. Stored records are maintained in good condition in the appropriate location. 6. Others can retrieve records easily.

			7. Suggestions for improvements of record systems are based on customer needs.
Module 3 Using External and Internal Sources	1. Negotiating with internal and external resources for providing effective solutions to customer queries/complaints in retail and wholesale outlets.		<ol style="list-style-type: none"> 1. Effective working relationships with colleagues are maintained. 2. Organisational networks to support effective customer service are regularly evaluated. 3. Communications with external parties are effectively maintained on behalf of customers. 4. New contacts likely to benefit customer service are identified. 5. Networks are actively used to evaluate new ideas to help maintain and improve customer service.
Module 4 Identifying shortfalls in Products and Services	1. Identifying and alerting co-workers to shortfalls in products and services in retail/wholesale outlets.		<ol style="list-style-type: none"> 1. Comments on customer service are consistently obtained from customers. 2. Complaints and enquiries from customers are used to evaluate products or services. 3. Customer information is stored in appropriate methods. 4. Implications of changes to products or services are identified and communicated to all concerned. 5. Results of changes to improve customer service are regularly monitored and communicated to all parties concerned. 6. Recommendations for improvement to customer service are communicated to colleagues and co-workers.