**Demonstrate communication and interpersonal skills appropriate to meet customer needs in different situations**

**C1: Customer service skills and behaviours**

* **Communication skills:**
  + face-to-face, written, email or other electronic media, telephone
  + verbal, e.g. pitch and tone of voice, open and closed questions, using the telephone
  + non-verbal, e.g. sign and body language, listening skills
  + barriers to communication.
* **Interpersonal skills:**
  + personal presentation approach, e.g. attitude, behaviour, hygiene, personality, conversation skills, giving a consistent and reliable response.
* **Behaviours, e.g. being positive, offering assistance, showing respect**

**C2: Dealing with customer service requests and complaints**

* **Customer service situations:**
* **providing information, products or services, promoting additional products and services, giving advice, taking and relaying messages**
* **limitations of role and authority, keeping records**
* **dealing with problems, handling complaints, remedial measures, emergency situations, organisational policy**

**P4: Task**

During your work experience at Waitrose (in the Customer Services Department) you will be required to respond appropriately to the following three scenarios ensuring that you meet the customer needs in the different situations presented, demonstrating your communication and interpersonal skills:

1. Customer complaint posted on the Waitrose ***Twitter page*** regarding a number of empty shelves around their local store and its poor, overall appearance.

***You will need to read the complaint on Twitter and prepare an appropriate written response.***

1. ***Phone Call*** received by Waitrose from a disgruntled customer complaining about how poorly they were treated by a member of staff when they visited their local store recently. They had asked for some help finding a specific product for a young child allergic to dairy and received very little help.

***You will need to prepare a role-play script as to how you think the conversation might go and how you would respond to this customer complaint over the phone. Be prepared that the customer might add in an unexpected question.***

1. ***Face to Face conversation*** between an unhappy customer and a member of staff at the Customer Service Desk at a local Waitrose store concerning a faulty electrical toaster.

***You will need to prepare a role-play script as to how you think the confrontation might go between you and the complaining customer. Be prepared that the customer might add in an unexpected question.***

In all three scenarios, you will be judged on the tone and pitch of your voice, body language displayed, your use of language when completing a written response and your general listening skills which if good, will allow you to respond positively on each occasion.

**Review own customer service skills, identifying gaps where improvements could be made**

**Scenario 1 – Wairose’s Twitter Account where customer complains using Social Media.**

**Scenario 2 – Phone call received by Waitrose from a customer complaining about how poorly they were treated by a member of staff when they recently visited a store.**

**Scenario 3 – Face to face conversation between an unhappy customer and a member of staff at the Customer Service Desk at a local Waitrose store concerning a faulty electrical toaster.**

**C1: Customer service skills and behaviours**

* **Communication skills:**
  + face-to-face, written, email or other electronic media, telephone
  + verbal, e.g. pitch and tone of voice, open and closed questions, using the telephone
  + non-verbal, e.g. sign and body language, listening skills
  + barriers to communication.
* **Interpersonal skills:**
  + personal presentation approach, e.g. attitude, behaviour, hygiene, personality, conversation skills, giving a consistent and reliable response.
* **Behaviours, e.g. being positive, offering assistance, showing respect**

**C3: Individual skills audit and development plan**

* Skills audit of customer service skills.
* Personal SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess any gaps, e.g. interpersonal and communication skills – body language, listening skills, handling complaints, working with others.
* Set objectives to meet skills development goals for a specified customer services role by:
  + identifying resources and available support needed to meet the objectives
  + setting review dates
  + monitoring the plan to assess progress against targets.

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| **Communication, and Interpersonal Skills and Behaviours** | **Which scenario was this demonstrated in (1, 2 or 3?)** | **Current Skill Level**  1 = Poor  2 = Room for Improvement  3 = Good  4 = Outstanding | **When I have demonstrated this skill either in school or out of school or during the scenario** | **How I could improve this skill in the future** |
| Confidence |  |  |  |  |
| Pitch and tone of voice |  |  |  |  |
| Open and closed questions |  |  |  |  |
| Sign and body language |  |  |  |  |
| Receiving and passing on messages |  |  |  |  |
| Listening Skills |  |  |  |  |
| Resolving problems |  |  |  |  |
| Developing relationships |  |  |  |  |
| Attention to detail |  |  |  |  |
| Record keeping |  |  |  |  |
| Meeting deadlines |  |  |  |  |
| Following written instructions |  |  |  |  |
| Following verbal instructions |  |  |  |  |
| Attitude |  |  |  |  |
| Behaviour |  |  |  |  |
| Hygiene |  |  |  |  |
| Personality |  |  |  |  |
| Conversation |  |  |  |  |
| Consistent and reliable response |  |  |  |  |
| Being positive |  |  |  |  |
| Offering assistance |  |  |  |  |
| Showing respect |  |  |  |  |

**Following on from your Skills Audit, you need to summarise your skills by completing a SWOT Analysis of yourself when it comes to providing Customer Service**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

**Development plan for customer service skills**

Based upon your P5 skill weaknesses, you will now need to present a clear, effective development plan that it’ll enhance your own customer service skills and enhance the potential for you to become a customer service manager in a retail outlet. This can either be done in a report format that deals with each subheading or a table as below:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Communication Skills:** | | | | |
| Current weaknesses (copied from P5) | SMART objective that’ll help you improve this skill | Practical examples of what you could do to improve the skill i.e. the steps you can take | Resources and support needed and available to meet the objectives | A log of what you’ve done to improve the skill including a date |
| My body language…… | Come up with a SMART objective that will help you to improve this weakness….e.g. By the end of the academic year I will…. | Use some of the examples you used from P5 or come up with new situations that you could put yourself in. | Who might be able to help you achieve your objective and why? |  |
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| **Interpersonal skills:** | | | | |
| Current weaknesses (copied from P5) | SMART objective that’ll help you improve this skill | Practical examples of what you could do to improve the skill i.e. the steps you can take | Resources and support needed and available to meet the objectives | A log of what you’ve done  to improve the skill including a date |
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| --- | --- | --- | --- | --- |
| **Behavioural:** | | | | |
| Current weaknesses (copied from P5) | SMART objective that’ll help you improve this skill | Practical examples of what you could do to improve the skill i.e. the steps you can take | Resources and support needed and available to meet the objectives | A log of what you’ve done  to improve the skill including a date |
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You will then need to assess how the development plan has improved the performance of customer service skills for M3.

The text book will tell you that creating such a plan will help you to:

* To focus your professional efforts and identify individual work goals.
* To use as a communication, development and/or planning tool.
* To assist in obtaining resources, (e.g., scholarships, fee assistance or training funds)
* To serve as your career action plan for skill building, professional development and career management.

Explain how putting the plan together helped you to:

1. Reflect upon your existing skills gaps and why this was useful?
2. What the benefits were of trying to develop a SMART objective that related to the skills gap?
3. How having to consider possible methods of improving the skills was beneficial to helping start the process?
4. How logging what you achieved was motivational and helped you to plan the next step too?

Then you will need to consider if there were any parts of the plan which did not work very well for you and why? Consider:

1. What did you find hard about putting the plan together which might make it less effective?
2. Why might making it yourself make it hard to be objective in what you’ve found?
3. Why were you unable to possibly improve certain skills?
4. Why did a lack of feedback in the process with an external person make it hard to measure improvements?
5. Why could you not meet all the objectives currently?
6. What would you do differently to improve the plan?

D3 – Demonstrate initiative in making high-quality justified recommendations to develop own communication and interpersonal skills to meet customer needs.

How that you have completed the development plan what do you now need to do to develop your own communication and interpersonal skills so that although you might not be in a position to apply for the job now, what could you do to increase your chances of obtaining the job in the future through developing your skills.

These need to be justified so they need to be realistic recommendations given your own circumstances. Consider the immediate (whilst still at The Compton School), medium (plan for after The Compton School) and long term (3-5 years) things you can target, and why you believe them to be important for the role and realistic for you to achieve. This process will also include things that you could do but why you think it might be unrealistic currently or given your circumstances.