

Learning Assessment Guide

Unit Standard 376 – Version 4

Employ customer service techniques for differing customer behaviours in a given situation.

Level 3 – 2 Credits

Assessment Summary			
Learner to complete			
Learner's name:			
Employer:			
NSN no. (ROL):		DOB:	
Signed:		Date:	
Assessor to complete			
<input type="checkbox"/> Meets requirements <input type="checkbox"/> More training required <input type="checkbox"/> More evidence required			
Assessor's name:		Assessor's No.	
Signed:		Date:	

Before you begin...

- As well as this Learning Assessment Guide, you may also want to refer to the unit standard from the NZQA website (<http://www.nzqa.govt.nz>).
- Read the Trainee Information Kit. The kit contains important information and guidelines for Learners and can be found on the Learning State website (<http://www.learningstate.govt.nz>) under Learners, then Learning Assessment Guides.
- Check the learning resources available for this unit standard on the Learning State website (<http://www.learningstate.govt.nz>) under Learners, then Learning Assessment Guides.

The tasks in this assessment are designed to show your assessor that you can:

- Demonstrate knowledge of customer service techniques required for differing customer behaviours.
- Apply customer service techniques for differing customer behaviours in given situations.

This assessment guide is made up of:

- Tasks for you to complete.
- An Observation Checklist that your assessor will use to observe your performance.
- Assessment Guide that the assessor will use to assess your competence.

Special notes relating to this unit standard:

- 1 In this unit standard *enterprise requirements* refer to documented instructions about policy and procedures (including service level agreements and the application of legislation to enterprise situations). These instructions are available in the workplace, work site and/or training or educational establishment. Enterprise requirements may include but are not limited to - health and safety requirements, service delivery requirements, special needs requirements, customer complaints requirements.
- 2 In this unit standard *a given situation* refers to service situations that reflect real workplaces.

3 Definitions

enterprise refers to any workplace, work site and/or training or educational establishment;

customer refers to both internal and external customers and refers to the recipient of goods and/or services;

customer service refers to any action taken to meet customer needs and expectations in relation to provision of goods and/or services;

customer service technique refers to a method used to promote effective communication between customer and service provider;

service provider refers to the learner in this unit standard;

customer behaviours refers to observable, specific ways of interacting with the service provider. Customer behaviours may include but are not limited to - passive, aggressive, passive-aggressive, assertive;

personal behavioural style refers to the learner's predominant way of behaving in certain situations. Behavioural style may include but is not limited to - passive withdrawal behaviour when faced with aggression; aggressive behaviour when faced with aggression;

active listening refers to the skills of listening. These skills may include but are not limited to - questioning, reading and responding to body language, use of silence, paraphrasing, reflecting feelings, summarising;

service phases refer to stage in the service provision process. Service phases may include but are not limited to - greet customer, identify needs, meet needs, close encounter.

4 Legislative requirements may include but are not limited to - Privacy Act, 1993; Human Rights Act, 1993; and subsequent amendments.

Assessment Task One – Element 1

Introduction

Assessment task one is designed to assess your knowledge of customer service techniques required for differing customer behaviours.

Instructions

- You need to provide evidence of your understanding of customer service techniques used to manage differing customer behaviours by providing responses to the following questions. This can be done orally or in writing. If orally, your assessor will note down your answers.
- Your assessor may ask you further questions to gain sufficiency or clarification.

The completed assessment for task one will include:

- Answers to questions.
- Assessor's notes.

Task One Questions

Name of learner:	
Task Date and Time	

Question One

Describe the following behaviours. At least four behaviours must be described. You should give a specific example of the behaviour as part of your answer.

Passive Behaviour

Passive-aggressive behaviour

Aggressive behaviour

Assertive behaviour

Other behaviour (specify)

Question Two

Choose two of the above and describe how you would respond to the behaviour (a) under normal circumstances, and (b) under stress.

Customer Behaviour (specify)

Normal response – specify behavioural style

Stressed response - specify behavioural style

Customer Behaviour (specify)

Normal response - specify behavioural style

Stressed response - specify behavioural style

Question Three

Sometimes your personal behavioural style may create a communication difficulty for a customer. Give two different examples of how this may happen, and say what you would do in each case to overcome the communication difficulty.

Example One

Example Two

Assessment Task Two – Element 2

Introduction

Assessment task two is designed to assess your ability to apply customer service techniques for differing customer behaviours in given situations.

Instructions

- You will need to provide evidence of applying customer service techniques for managing differing customer behaviours by describing specific situations that you have experienced.
- To do this, you need to describe three situations where you have applied customer service techniques to manage differing customer behaviours.
- You may describe these situations in writing or orally. You may use the form on the following pages to record your responses or to guide your oral response. Your assessor will note your responses on to the sheet.

The completed assessment for task two will include:

- Task Two worksheet.
- Assessor's notes if required,

Task Two Worksheet

(For use by learner)

Name of learner:	
Date(s) Worksheet completed:	

Situation One	Date:	
Describe the situation:		
How would you define the customer behaviour (circle):		
<i>Passive</i>	<i>Passive-aggressive</i>	<i>Aggressive</i>
<i>Assertive</i>	<i>Other (specify)</i>	
What did the customer do to make you believe this?		
Identify the customer service techniques that you used to manage this behaviour and ensure effective communication.		
How did you change your personal behaviour to adapt to this situation?		

Situation Two	Date:	
Describe the situation:		
How would you define the customer behaviour (circle):		
<i>Passive</i>	<i>Passive-aggressive</i>	<i>Aggressive</i>
<i>Assertive</i>	<i>Other (specify)</i>	

What did the customer do to make you believe this?

Identify the customer service techniques that you used to manage this behaviour and ensure effective communication.

How did you change your personal behaviour to adapt to this situation?

Situation Three

Date:

Describe the situation:

How would you define the customer behaviour (circle):

Passive

Passive-aggressive

Aggressive

Assertive

Other (specify)

What did the customer do to make you believe this?

Identify the customer service techniques that you used to manage this behaviour and ensure effective communication.

How did you change your personal behaviour to adapt to this situation?

Assessment Task Three – Element 2

Introduction

Assessment task three is designed to assess your ability to apply customer service techniques for differing customer behaviour in given situations.

Instructions

- Discuss with your assessor the most appropriate person to comment on your performance in the workplace. If this person observes you on a daily basis, s/he may be able to comment on situations occurring within the last two years. Alternatively they can observe your behaviour with customers during an agreed period.
- Brief your observer on the content of the unit standard. Please also explain that your assessor may wish to discuss the content of the Observation Checklist with your observer to have them clarify or expand on some details.

The completed assessment for task three will include:

- Observation Checklist.
- Assessor's notes where required.

Observation Checklist

Name of Learner:			
Name of Observer			
Position		Phone	

_____ is currently being assessed toward Unit Standard 376 Employ customer service techniques for differing customer behaviours in a given situation.

Your knowledge of the work of the learner is sought to confirm their ability to employ appropriate customer service techniques for differing customer behaviour.

1. Does the learner use appropriate customer service techniques to manage customer behaviours? Yes / No
2. Does the learner identify customer behaviours and potential customer communication difficulties in accordance with the requirements of your organisation? Yes / No
3. Does the learner adapt his / her personal behavioural style to suit different customer behaviours in accordance with the requirements of your organisation? Yes / No
4. Does the learner select and apply customer service techniques in accordance with the requirements of your organisation? Yes / No

Comments :

The assessor may contact you to discuss the learner's performance.

Signed: _____

Date: _____

Thank you for your assistance.

Assessment Guide

These are the evidence and judgements that your assessor will use to assess your competence in unit standard 376.

Element / Task	Evidence Required	Judgement
<p><i>Element 1, PC 2.2 / Task 1</i></p> <p>This task requires the learner to answer questions about customer service in their workplace.</p>	<p>Completed responses to Task One Questions.</p> <p>Assessor's notes where answers given orally.</p>	<p>Answers generally conform to the model answer.</p> <p>At least four differing customer behaviours are identified and their characteristics described.</p> <p>Service provider's behavioural style is identified including usual behavioural style and style learner reverts to under stress.</p> <p>Learner provides options to overcome customer communication difficulties caused by their behavioural style. Options may include active listening, conflict management, sense of humour.</p>
<p><i>Element 2 / Task 2</i></p> <p>This task requires the learner to describe three customer service situations in their workplace, and the techniques used to manage the differing customer behaviours displayed.</p>	<p>Completed Task Two Worksheet.</p> <p>Assessor's notes where answers given orally.</p>	<p>For <i>three</i> situations:</p> <p>Learner identifies customer behaviours and potential customer communication difficulties.</p> <p>Learner adapts their personal behaviour style to suit the customer behaviour in accordance with enterprise requirements. The requirements may include eliminating communication</p>

		<p>difficulties and achieving customer satisfaction.</p> <p>Learner selects and applies a customer service technique in accordance with enterprise requirements. Requirements may include eliminating communication difficulties, completing service phases and achieving customer satisfaction.</p>
<p><i>Element 2 / Task 3</i></p> <p>This task requires the learner to obtain confirmation of their customer service skills from their workplace. An agreed observer will be asked to complete the Observation Form.</p>	<p>Completed and signed Observation Form.</p> <p>Any further comments recorded by assessor after communication with Observer.</p>	<p>Learner identifies customer behaviours and potential customer communication difficulties.</p> <p>Learner adapts their personal behaviour style to suit the customer behaviour in accordance with enterprise requirements. The requirements may include eliminating communication difficulties and achieving customer satisfaction.</p> <p>Learner selects and applies a customer service technique in accordance with enterprise requirements. Requirements may include eliminating communication difficulties, completing service phases and achieving customer satisfaction.</p>