

EUSRA346

Contribute to the generation and retention of recycling business



Overview

This unit is about recognising and developing opportunities to generate customer interest in the organisations recycling activities. It means being proactive and helping customers to identify their needs and how your services can satisfy them. It requires an ability to make recommendations and develop business proposals. This also involves the use of customer feedback and its communication within the organisation to improve services.

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Performance criteria

You must be able to:

Recognise opportunities to generate customer interest

- P1 establish the needs of the customers by using a range of personal and desk-based assessments and analysis
- P2 maintain accurate and up-to-date information on the organisation's products and services and communicate this effectively to customers and others within the organisation
- P3 act upon opportunities in order to generate customer interest

You must be able to:

Promote recycling services provided by the organisation

- P4 communicate the features and advantages of the services which are available
- P5 develop both formal and informal proposals to meet customer needs and present them to the relevant people for agreement
- P6 record the customer information and agreed proposals

You must be able to:

Use and communicate data and information

- P7 encourage customers to give feedback on the recycling activities provided
- P8 respond positively and constructively to customer feedback
- P9 evaluate feedback for its importance to and impact on activities
- P10 communicate feedback accurately and promptly to the relevant people
- P11 take steps for action by referring opportunities to managers or colleagues
- P12 propose amendments to services which are likely to lead to repeat or new business

You must be able to:

Resolve problems that could affect the generation and retention of recycling business

- P13 resolve day-to-day problems within the responsibility of the job role
- P14 refer problems and conditions outside the responsibility of the job role to the appropriate personnel using approved procedures
- P15 report to the appropriate personnel any situations that require additional intervention

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Knowledge and understanding

You need to know and understand:

General

- K1 the main responsibilities of employers and employees under the 'Health and Safety at Work etc Act 1974'
- K2 the approved procedures and practices for dealing with Health and Safety and the environment related to the individual and others
- K3 the safe procedure for handling hazardous materials
- K4 the range and use of personal protective equipment for this sector
- K5 the organisations accident and incident recording and reporting procedures

You need to know and understand:

Contribute to the generation and retention of recycling services

- K6 the importance of identifying customer needs
- K7 how to identify and agree customer needs in order to develop proposals
- K8 how to negotiate with, and influence customers
- K9 the difference between internal and external customers
- K10 the activities available and their features and benefits
- K11 how to communicate effectively
- K12 how to encourage customers to provide feedback
- K13 how to listen effectively
- K14 the importance of customer feedback

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Additional Information

Behaviours

You work in a manner which you:

1. show you are vigilant for potential risks and hazards
2. show you encourage & support others to make the best of their abilities

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Suite Recycling Activities

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