

## Deliver customer care in land-based engineering

### Overview

All personnel within an organisation have a responsibility for customer care. This standard covers how to deliver customer care in land-based engineering. It includes how to act appropriately and communicate clearly and effectively with **customers**, taking into account your personal appearance, conduct or behaviour, loyalty to your organisation, colleague or product and the maintenance of confidentiality at all times.

It also includes understanding customer expectations, the methods, types and manner of communication, how to inform colleagues of customer expectations/requirements, recognising and adapting to customer behaviour, taking and passing messages and supplying information with due regard for organisation procedure, confidentiality and the limits of your own authority.

This standard also covers the preparation to meet customers' expectations by responding to a customer request for service and confirming a customer's expectations, taking into account the availability of resources and the timescale, while acting within the limits of your own authority.

This standard is for those who work in land-based engineering.

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### Performance criteria

You must be able to:

1. deliver customer care in land-based engineering in accordance with your organisation's requirements for professionalism, personal appearance, conduct and behaviour
2. communicate with and respond to **customer's** behaviour and requests efficiently, helpfully and respectfully
3. establish and confirm your understanding of the customer's expectations
4. consider and explain the viability of customers' expectations and plan effective responses and actions to meet or modify the expectation
5. keep the customer informed using the appropriate method and level of communication
6. communicate information regarding a customer's request to others with clarity, accuracy and timeliness
7. respect the customer's and corporate confidentiality
8. provide customer advice and information within the limits of your own authority and knowledge, and refer to the appropriate person where necessary

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### Knowledge and understanding

You need to know and understand:

1. the reasons why customer care is important in land-based engineering and the components that contribute to customer satisfaction and dissatisfaction
2. how to present a positive image of yourself, your colleagues, the organisation and its products and services
3. methods of establishing customer's expectations and how to confirm your interpretation of these
4. how to confirm the viability of customer's expectations and formulate suitable responses or actions
5. how to communicate customer's expectations to others and the importance of clarity, accuracy and timeliness
6. the importance of good communication skills, use of the appropriate method and level of communication and your organisation's communication procedures and standards
7. how to communicate with customers politely, respectfully and effectively, which may include, written or verbal updating, the taking and passing on messages, supplying information, confirming actions, being assertive or compliant
8. how to recognise and respond appropriately to customer's behaviour, which may include anger, confusion, impatience, or hostility, and also handle disability and complaints
9. the limits of your authority and responsibility when dealing with customers and who to refer to for assistance
10. the reasons why customer and corporate confidentiality must be respected

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## Glossary

**customers** - may be the organisation, colleagues, other departments, suppliers, retail customers, supervisors or managers

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