

SFHOPTR1

Contribute to communications within the optical practice/store



Overview

This standard covers how to effectively handle communications between customers and the practice/store in which you work, including, incoming and outgoing telephone calls. It includes the receiving and relaying of oral and written and/or electronic messages. Users of this standard will need to ensure that practice reflects up to date information and policies.

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Performance criteria

Process incoming and outgoing telephone calls

You must be able to:

- P1 answer calls promptly, clearly, politely and where necessary transfer callers to the appropriate person or location in the practice/store
- P2 identify and accurately establish the requirements of customers and provide appropriate advice and follow-up
- P3 inform the customer of any problems and what action is being taken
- P4 differentiate between disclosable and confidential information
- P5 identify yourself when making a call including the purpose of the conversation
- P6 make calls at the appropriate time with regard to cost and convenience in line with practice/store policy
- P7 identify faults and promptly report them to the appropriate person or department

Receive and relay oral, written and/or electronic messages

You must be able to:

- P8 receive and relay oral, written and/or electronic messages
- P9 gather and accurately check all relevant information in a polite and courteous manner
- P10 pass oral, written and/or electronic messages on to the correct person/location within the practice/store
- P11 pass on all information accurately and clearly
- P12 inform the customer of the action being taken

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Knowledge and understanding

You need to know and understand:

Process incoming and outgoing telephone calls

- K1 listening skills and the need to speak clearly
- K2 the structure, products and services of the practice/store
- K3 greeting style(s) used by the practice/store
- K4 disclosable and confidential information
- K5 effective use of telephone and other directories
- K6 the limitations of your authority and responsibilities and when to refer to the qualified person for advice
- K7 the importance of establishing rapport and goodwill with colleagues and customers
- K8 practice/store policies and procedures

Receive and relay oral, written and/or electronic messages

You need to know and understand:

- K9 the importance of listening to, receiving and interpreting information correctly
- K10 effective use of questions to check understanding and seek additional information
- K11 appropriate use of tone, style, vocabulary
- K12 composition of written and/or electronic notes
- K13 the structure, location and responsibilities of people in the practice/store
- K14 the limitations of your authority and responsibilities and when to refer to the qualified person for advice
- K15 procedures for passing information
- K16 the importance of establishing rapport and goodwill with colleagues and customers

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Additional Information

External links

This standard links with the following dimension within the NHS Knowledge and Skills Framework (October 2004):

Dimension: Core 1 Communication

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