

SFHOPTR16

Provide optical information and/or advice to individual customers



Overview

This standard describes the competence you need to provide information and advice concerning optical matters. You need to be able to distinguish between routine enquiries and those that require specialist or emergency help and what you should do about it. This standard therefore requires you to have sufficient technical optical knowledge and understanding to resolve issues referred to you by your colleagues and refer those beyond your level of authority to the correct optical practitioner. Users of this standard will need to ensure that practice reflects up to date information and policies.

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Performance criteria

You must be able to:

- P1 establish the customer's optical needs and their wishes
- P2 provide optical information and/or advice relevant to the customer's needs and wishes
- P3 restrict yourself to giving optical information or advice that is within the limits of your authority
- P4 explain the rationale for the optical information or advice you give
- P5 refer the customer to the relevant/qualified person or organisation when the enquiry is beyond your expertise or level of authority in accordance with your practice's/store's procedures
- P6 express yourself in a way that the customer can understand
- P7 confirm the customer's understanding of the optical information or advice you give
- P8 maintain the requirements of your practice's/store's standards in customer service

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Knowledge and understanding

You need to know and understand:

- K1 the features and benefits of the optical products or services relevant to the customer's enquiry
- K2 the range and availability of your practice's/store's optical products or services
- K3 the legal and practical implications and the limits of the optical information or advice you are entitled to give
- K4 the role of the Optical Consumer Complaints Service
- K5 your own level of authority
- K6 the importance of the difference between what the customer requests and what they need
- K7 how to identify the circumstances requiring specialist optical advice or emergency care and the action you should take
- K8 how to confirm the customer's understanding without giving offence
- K9 questioning techniques
- K10 listening techniques
- K11 how to negotiate with customers
- K12 when, why and to whom to refer the customer
- K13 how to interpret non-verbal signals
- K14 how to respond to angry or distressed customers
- K15 your practice's/store's complaints procedures
- K16 your practice's/store's standards in customer service
- K17 the implications of the Data Protection Act

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Additional Information

External links

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

Core 1: Communication

Level 2: Communicate with a range of people on a range of matters

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Developed by	Skills for Health
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Originating organisation	Skills for Health
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Relevant occupations	Retail and commercial enterprise; Retailing and wholesaling; Sales and Customer Services Occupations; Sales Assistants and Retail Cashiers
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Suite	Optical Retailing
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