

SFHOPTR2

Meet customers of the optical practice/store and provide information



Overview

This standard covers how to meet the customers who visit the optical practice/store and identify their needs and priorities. It includes providing information and effectively answering questions so as to provide a service that encourages good relationships and customer loyalty. Users of this standard will need to ensure that practice reflects up to date information and policies.

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Performance criteria

Establish contact with the customer

You must be able to:

- P1 meet and establish contact promptly with customers who visit the practice/store
- P2 adopt a courteous manner with the customer to promote goodwill
- P3 communicate with the customer to establish the purpose of the visit, their needs and priorities
- P4 identify and refer to information sources relevant to the customer's needs when necessary
- P5 clearly present the proposed actions to the customer and gain their agreement
- P6 deal with approaches from a customer whilst performing other duties politely and effectively
- P7 ensure the comfort and safety of those customers with identified needs

Respond to customer requests for information

You must be able to:

- P8 establish and confirm customer needs
- P9 consult appropriate information sources relevant to customer needs
- P10 provide accurate, up-to-date information and advice to customers within agreed timescale
- P11 refer the customer to the relevant/qualified person where necessary
- P12 explain how the products and services of the practice/store meet the customer expectations
- P13 give additional help and information to customer in response to questions and comments on the practice/store's products and services
- P14 maintain a polite and helpful manner to resolve any difficulties and promote goodwill

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Knowledge and understanding

You need to know and understand:

Establish contact with the customer

- K1 listening skills
- K2 questioning techniques
- K3 the importance of clear and polite communications
- K4 the importance of good customer service
- K5 types and importance of body language
- K6 confidentiality and sensitivity of customer information
- K7 practice/store policies, procedures, instructions for customer contact
- K8 when to refer to qualified person for advice
- K9 information sources, where to find them
- K10 practice/store policies and procedures on security, safety and emergencies

Respond to customer requests for information

You need to know and understand:

- K11 face to face questioning techniques
- K12 selling techniques
- K13 information sources: suppliers, catalogues, price lists, customer records, internal records, inventories, product specifications
- K14 practice/store requirements: policies, procedures, instructions
- K15 statutory regulations and customer entitlements
- K16 the range of products and services available in the practice/store
- K17 roles and responsibilities in the practice/store
- K18 the limitations of your authority and responsibilities and when to refer to qualified person for advice

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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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Developed by	Skills for Health
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Originating organisation	Skills for Health
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