

SFHOPTR3

Deal with customer concerns, complaints and dissatisfactions



Overview

This standard covers how to deal with customer concerns, complaints or dissatisfaction to do with products and services. It includes establishing the cause and nature of the complaint and how to respond. It also covers dealing with exchanges, refunds and arranging for repairs. Users of this standard will need to ensure that practice reflects up to date information and policies.

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Performance criteria

Respond to customer concerns, complaints and dissatisfactions

You must be able to:

- P1 establish the cause and nature of the concern, complaint or dissatisfaction with customer in a manner which promotes goodwill without compromising the practice/store
- P2 ensure that proof of original supply is verified
- P3 constructively confirm the course of action to be taken and agree this with the customer
- P4 refer matters to the relevant person as necessary
- P5 maintain a courteous manner at all times
- P6 ensure that relevant practice/store policies and statutory duties are adhered to
- P7 complete relevant documentation accurately and legibly

Refund, exchange and arrange for the repair of products

You must be able to:

- P8 constructively establish the reason why the product is returned
- P9 accept and deal with the returned products
- P10 ensure the relevant action is identified, authorised and taken
- P11 refund products, exchange products and arrange for the repair of products
- P12 maintain a constructive and courteous manner at all times

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Knowledge and understanding

You need to know and understand:

Respond to customer concerns, complaints and dissatisfactions

- K1 types of complaints: service related, product related
- K2 policies regarding concerns, complaints and dissatisfaction about clinical services, optical products and non-clinical products and services
- K3 the reason for having a complaints procedure
- K4 responsibilities and authority of people in the organisation
- K5 actions to take for different types of concern, complaint and dissatisfaction
- K6 the importance of document completion
- K7 practice/store requirements: policies, procedures, instructions

Refund, exchange and arrange for the repair of products

You need to know and understand:

- K8 products in perfect condition and products in unusable or un-saleable condition
- K9 circumstances of refund, exchange or repair: legal requirements, goodwill
- K10 how to be constructive in a possibly negative situation
- K11 responsibilities and authority for product returns
- K12 procedure regarding exchange/refund/arranging repair
- K13 completion of documentation
- K14 system for returning goods to stock
- K15 awareness of security implications
- K16 recognising suspicious situations
- K17 practice/store requirements: policies, procedures, instructions

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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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