

SFHSS04

Give customers a positive impression of yourself and your organisation



Overview

This standard is all about communicating with customers and giving a positive impression of yourself whenever you deal with a customer. By doing this you will also be giving a positive impression of your organisation and the customer service it provides. Customers may include patients and their families, visitors, contractors, staff from other organisations, for example.

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 meet your organisation's standards for appearance and behaviour
- P2 greet your customers in a way that is appropriate to their needs
- P3 communicate with your customers in a way that makes them feel valued and respected
- P4 identify and confirm the needs and expectations of your customers
- P5 treat your customers courteously and helpfully even when you are working under pressure
- P6 maintain communication with your customers to ensure that they are kept informed and reassured
- P7 adapt your behaviour to respond effectively to different customer behaviour
- P8 respond appropriately to customers who indicate that they need or want your attention
- P9 select an appropriate way of communicating with your customers to suit their individual needs
- P10 respond promptly and positively to your customers' questions and comments
- P11 allow your customers time to consider your response and give further explanation when appropriate
- P12 check with your customers that you have fully understood their needs and expectations
- P13 quickly locate information that will help your customer
- P14 give your customers the information they need about the products or services offered by your organisation
- P15 recognise information that your customers might find complicated and check whether they fully understand
- P16 explain clearly to your customers any reasons why their needs or expectations cannot be met

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Knowledge and understanding

You need to know and understand:

- K1 what your customers' rights are and how these rights limit what you are able to do for your customer
- K2 the specific aspects of:
 - K2.1 health and safety
 - K2.2 data protection
 - K2.3 equal opportunities
 - K2.4 disability discrimination
 - K2.5 legislation and regulations that affect the way the products or services you deal with can be delivered to your customers
- K3 industry, organisational and professional codes of practice and ethical standards that affect the way the products or services you deal with can be delivered to your customers
- K4 any contractual agreements that your customers have with your organisation
- K5 the products or services of your organisation relevant to your customer service role
- K6 the guidelines laid down by your organisation that limit what you can do within your job
- K7 the limits of your own authority and when you need to seek agreement with or permission from others
- K8 any organisational targets relevant to your job, your role in meeting them and the implications for your organisation if those targets are not met
- K9 how to communicate in a clear, polite, confident way and why this is important
- K10 your organisation's standards for appearance and behaviour
- K11 your organisation's guidelines for recognising customers' needs and expectations and responding positively to them
- K12 the rules and procedures regarding the methods of communication you use
- K13 how to recognise when a customer is angry or confused

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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 5 Quality

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Suite	Support Services
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