

## Unit 15 Deal with customers in writing or using ICT

This unit sits within the Customer Service Theme of Impression and Image. This Theme covers the Customer Service behaviours and processes that have the most impact on the way your customer sees you and your organisation.

### What this unit is about

Some customer service delivery involves communicating with your customer in a way that creates a permanent record either in writing or by using ICT. This form of communication carries risks and implications that are less likely to apply to a conversation held with your customer face to face or on the telephone.

This unit is all about how written or ICT communication can be made effective and can contribute to excellent customer service.

### Customer service standards

When you are dealing with customers in writing or using ICT you must consistently:

#### 15.1 Use written or ICT communication effectively

- 15.1.1 operate equipment used to communicate in writing or using ICT efficiently and effectively
- 15.1.2 ensure that the period of time between exchanges in writing or using ICT represents excellent customer service
- 15.1.3 use language that is clear and concise
- 15.1.4 adapt your use of language to meet the individual needs of your customer
- 15.1.5 ensure that the style and tone of your written or ICT communication follows your organisation's guidelines and matches the service offer

#### 15.2 Plan and send an effective written or ICT communication

- 15.2.1 anticipate your customer's expectations taking account of any previous exchanges you may have had
- 15.2.2 assemble all the information you need to construct the communication
- 15.2.3 plan the objective of your communication
- 15.2.4 format your communication following your organisation's guidelines
- 15.2.5 open the communication positively to establish a rapport with your customer
- 15.2.6 ensure that your customer is aware of the purpose of the communication as early as possible
- 15.2.7 summarise the key point of the communication and any actions that you or your customer will take as a result

#### 15.3 Handle incoming written or ICT communications effectively

- 15.3.1 read your customer's communication carefully to identify their precise reason for contacting you
- 15.3.2 identify what they are seeking as the outcome of the contact
- 15.3.3 identify all the options you have for responding to your customer and weigh up the benefits and drawbacks of each
- 15.3.4 choose the option that is most likely to lead to customer satisfaction within the service offer
- 15.3.5 summarise the outcome of the communication and any actions that you or your customer will take as a result

### Knowledge and understanding

To be competent at dealing with customers in writing or using ICT you need to know and understand:

- 15a the importance of using clear and concise language
- 15b the additional significance and potential risks involved in committing a communication to a permanent record format
- 15c the effects of style and tone on the reader of a written or ICT communication
- 15d the importance of adapting your language to meet the needs of customers who may find the communication hard to understand
- 15e your organisation's guidelines and procedures relating to written communication and the use of ICT to communicate
- 15f how to operate equipment used for producing and sending written or ICT communications
- 15g the importance of keeping your customer informed if there is likely to be any delay in responding to a communication
- 15h the risks associated with the confidentiality of written or ICT communications

### Key words and phrases for this unit

- ⇨ operating equipment
- ⇨ managing time
- ⇨ using clear and concise language
- ⇨ recognising style and tone of language
- ⇨ anticipate expectations
- ⇨ establishing a rapport
- ⇨ summarising key points
- ⇨ identifying and choosing between options
- ⇨ summarising outcomes