

Unit 19 Organise the promotion of services or products to customers

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

This unit is about expanding and extending the relationship with your customers by persuading them to make use of additional services and products that you can offer.

Your services or products will remain viable only if they are used sufficiently by customers.

This Unit is about how you organise customer service to promote additional use of your services or products by communicating with customers and then delivering those services or products effectively.

It is also about monitoring your successes and failures and recognising the best way to approach your customer with additional services or products for the future.

You need to show that you are promoting the services or products by encouraging more people to use them.

Customer service standards

When you organise and promote services or products to customers you must consistently:

19.1 Offer additional services or products

- 19.1.1 offer additional services or products to your customers
- 19.1.2 identify the benefits of offering additional services or products for your customers and the organisation
- 19.1.3 explain the features and benefits of additional services or products to your customers
- 19.1.4 identify ways of encouraging customers to ask about additional services or products

19.2 Organise support to promote use of additional services or products

- 19.2.1 discuss with others ways of promoting additional services or products to your customers
- 19.2.2 implement procedures to ensure that customers interested in additional services or products are dealt with promptly
- 19.2.3 promote services or products which will suit your customers but which are supplied from outside your own area of the organisation
- 19.2.4 help customers to access services or products which are supplied outside of your own area of the organisation

19.3 Monitor the promotion of additional services or products

- 19.3.1 devise methods to inform customers about additional services or products
- 19.3.2 use different methods to inform customers about additional services and products and record successes and failures against each method
- 19.3.3 use your record of successes and failures to identify the best approach for offering additional services or products
- 19.3.4 share information with others regarding the best approach to take when offering additional services or products to your customers

Knowledge and understanding

To be competent at organising and promoting services or products to customers you need to know and understand:

- 19a your organisation's procedures and systems for encouraging the use of additional services or products
- 19b how the use of additional services or products will benefit your customers
- 19c the main factors that influence customers to use your services or products
- 19d how to introduce additional services or products to your customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products

19e how to give appropriate, balanced information to your customers about services or products

Key words and phrases for this unit

- ⇐ additional products
- ⇐ additional services
- ⇐ promoting
- ⇐ planning
- ⇐ organising
- ⇐ monitoring