

Unit 23 Recognise diversity when delivering customer service

This unit sits within the Customer Service Theme of Delivery. This Theme covers Customer Service behaviours and processes that have most effect on the customer experience during Customer Service delivery

What this unit is about

Many customer service situations involve dealing with diverse groups of people inclusively and with respect. Responses to diversity can lead to discrimination that might or might not be deliberate. Discrimination can result from simply not knowing the beliefs and preferences of different groups or may result from assumptions that are drawn from stereotypes rather than from solid evidence obtained from your customer.

This unit is all about how you establish your customer's expectations and needs in a way that takes full account of them as an individual. The unit also covers the way you provide customer service to diverse groups of customers each of which has common likes and dislikes.

Customer service standards

When you recognise diversity while delivering customer service you must consistently:

23.1 Use reasonable assumptions about your customer whilst avoiding stereotyping

- 23.1.1 observe verbal and non-verbal clues that provide information about your customer's expectations and needs
- 23.1.2 identify reasonable assumptions you might make about your customer basing your judgement on your customer's appearance and their communication with you
- 23.1.3 test each assumption about your customer against your own beliefs about various categories of people that might include your customer
- 23.1.4 check your assumptions by questioning your customer to ensure that the impression you are forming is based on sound evidence from your customer
- 23.1.5 adjust your assumptions about your customer's expectations and needs as a result of further clues you have collected through talking with your customer
- 23.1.6 identify and avoid features of standard stereotypes that might be applied to your customer that could carry the risk of causing offence

23.2 Adapt customer service to recognise the different needs and expectations of diverse groups of customers

- 23.2.1 follow organisational procedures and guidelines that seek to make customer service inclusive for diverse groups of customers
- 23.2.2 show respect for your customer's individual beliefs, expectations and needs that may result from their membership of a particular group
- 23.2.3 vary your approach to your customer to take account of their beliefs, expectations and needs that result from their membership of a particular group
- 23.2.4 work with colleagues to identify consistent approaches that team members should adopt when dealing with particular groups

Knowledge and understanding

To be competent in recognising diversity when delivering customer service you must know and understand:

- 23a the importance of recognising diversity in relation to age, disability, national origin, religion, sexual orientation, values, ethnic culture, education, lifestyle, beliefs, physical appearance, social class and economic status
- 23b reasons why consideration of diversity and inclusion issues affect customer service
- 23c organisational guidelines to make customer service inclusive for diverse groups of customers
- 23d legal use and meaning of the word 'reasonable'
- 23e how to observe and interpret non-verbal clues
- 23f how to listen actively for clues about your customer's expectations and needs
- 23g techniques for obtaining additional information from customers through tactful and respectful questions
- 23h behaviour that might cause offence to specific groups of people to whom you regularly provide customer service
- 23i how to impress specific groups of people to whom you regularly provide customer service

Key words and phrases for unit

- verbal clues
- non-verbal clues
- stereotyping
- impression formation
- inclusive
- show respect
- vary approach
- work with colleagues