

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

### **Performance criteria**

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 organisational 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.