

Overview

This **standard** is about communicating and dealing with customers at the roadside in a positive, effective and polite manner. By doing this you will be giving a positive impression of yourself, your organisation and any relevant clients.

DRAFT

Performance

criteria

- You must be able to:
- P1 meet your organisation's standards for appearance and behaviour
 - P2 greet customers in a way that is appropriate to their needs
 - P3 take appropriate steps to protect the safety of your customer
 - P4 communicate with customers in a way that makes them feel valued and respected
 - P5 identify and confirm the needs and expectations of your customers
 - P6 treat customers courteously and helpfully even when you are working under pressure
 - P7 treat customers fairly (TCF) at all times
 - P8 maintain communication with customers to ensure that they are kept informed and reassured
 - P9 adapt your behaviour to respond effectively to different customer behaviour
 - P10 respond appropriately to customers who indicate that they need or want your attention
 - P11 select appropriate ways of communication with customers to suit their needs
 - P12 respond promptly and positively to customers' questions and comments
 - P13 allow customers time to consider your response and give further explanation when appropriate
 - P14 check with customers that you have fully understood their needs and expectations
 - P15 quickly locate information that will help customers
 - P16 give customers all information they need about the products or services offered by your organisation that may benefit them when requested
 - P17 explain clearly and concisely any information that customers might find complicated
 - P18 manage the expectations of the customers so that they do not feel that you over promise and under deliver
 - P19 refer to guidance when you **cannot** resolve or adequately meet the customer needs by yourself and know who to refer to for guidance
 - P20 meet your organisation's standards relating to personal information

Knowledge and understanding

You need to know and understand:

Legislative and organisational requirements and procedures

- K1 how to communicate in a clear, polite, confident way and why this is important
- K2 how to recognise when a customer is angry and or confused
- K3 what your customers' rights and limit of services are and how these may limit what you are able to do for them
- K4 the specific aspects of:
 - K4.1 K4.1 health and safety
 - K4.2 K4.2 data protection
 - K4.3 K4.3 equal opportunities
 - K4.4 K4.4 treating customers fairly (TCF)
 - K4.5 K4.5 disability discrimination
 - K4.6 K4.6 legislation and regulations that affect the way the products or services you deal with can be delivered to your customers
- K5 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
- K6 any contractual agreements that your customers have with your organisation
- K7 the products or services of your organisation relevant to your customer service role
- K8 the guidelines laid down by your organisation that limit what you can do within your job role
- K9 the limits of your own authority and when you need to seek agreement with or permission from others
- K10 any organisational targets relevant to your job, your role in meeting them and the implications for your organisation if those targets are not met
- K11 your organisation's standards for appearance and behaviour
- K12 your organisation's guidelines for recognising customers' needs and expectations and responding positively to them
- K13 the rules and procedures regarding the methods of communications you use

Scope/range**1. Treating Customers Fairly (TCF) outcomes are:**

- 1.1. consumers can be confident that they are dealing with firms where the fair treatment of customers is central to the corporate culture
- 1.2. products and services marketed and sold in the retail market are designed to meet the needs of identified consumer groups and are targeted accordingly
- 1.3. consumers are provided with clear information and are kept appropriately informed before, during and after the point of sale
- 1.4. where consumers receive advice, the advice is suitable and takes account of their circumstances
- 1.5. consumers are provided with products that perform as firms have led them to expect, and the associated service is of an acceptable standard and as they have been led to expect
- 1.6. consumers do not face unreasonable post-sale barriers imposed by firms to change product, switch provider, submit a claim or make a complaint

**Additional
Information****Glossary**

This section contains examples and explanations of some of the terms used but does not form part of the standard.

Customers

These are defined as vehicle drivers, passengers and any other people present that may be previous or future customers

Legislation

Examples could include relevant aspects of contract law, Sale of Goods Act 1979; Supply of Goods and Services Act 1982; Unfair Contract Terms 1977; Consumer Protection Act 1987; Road Traffic Act 1988; Consumer Protection Act 1974; Trade Descriptions Act 1968; Data Protection Act 1998; The Sale and Supply of Goods and Consumer Regulations 2002, and current Financial Conduct Authority (FCA) legislation

Targets

Examples include organisational and personal quantitative and qualitative parts and sales targets, customer service and retention targets

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