

CUSTOMER SERVICE

UNIT CODE: BUS/CU/BF/CR/06/6/A

Relationship to Occupational Standards

This unit addresses the Unit of Competency: Offer Customer Service.

Duration of Unit: 100 Hours

Unit Description

This unit specifies the competencies required to offer customer service. It involves; handling customer enquiries, managing customer complaints, guiding customers on banking services and responding to internal queries.

Summary of Learning Outcomes

1. Handle customer enquiries
2. Manage customer complaints
3. Guide customers on banking services
4. Respond to internal queries

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Handle customer enquiries	<ul style="list-style-type: none">• Customer queries• Importance• Different types of queries• Ways of handling customer enquiries• Communication skills• Different types of customers• Escalation of customer queries.	<ul style="list-style-type: none">• Written tests• Observation• Oral questions• Third party report
2. Manage customer complaints	<ul style="list-style-type: none">• Customer complaints• Importance of handling customer complaints• Types of customer complaints• Handling difficult customers.• Escalation of customer complaints	<ul style="list-style-type: none">• Written tests• Observation• Oral questions• Third party report

<p>3. Guide customers on banking services</p>	<ul style="list-style-type: none"> • Banking products and services • Types of bank products and services. <ul style="list-style-type: none"> ○ Asset products ○ Liability products ○ Trade Finance products ○ Forex products • Types of bank customers. <ul style="list-style-type: none"> ○ Micro customers ○ SME ○ Corporate ○ Parastatal ○ NGO • Organizational structures • Escalation techniques. 	<ul style="list-style-type: none"> • Written tests • Observation • Oral questions • Third party report
<p>4. Respond to internal queries</p>	<ul style="list-style-type: none"> • Queries • Types of queries • Teamwork. • Different methods of internal communications. • Internal communication etiquettes • Handling difficult workmate. 	<ul style="list-style-type: none"> • Written tests • Observation • Oral questions • Third party report

Suggested Methods of Instruction

- Project
- Demonstration by trainer
- Practice by the trainee
- Discussions
- Direct instruction
- Simulation
- On job training

Recommended Resources

- Writing materials
- Projector
- Computer
- Flip Chart/white board