

## CUSTOMER SERVICE

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

### 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"><li>• Customer queries</li><li>• Importance</li><li>• Different types of queries</li><li>• Ways of handling customer enquiries</li><li>• Communication skills</li><li>• Different types of customers</li><li>• Escalation of customer queries.</li></ul>	<ul style="list-style-type: none"><li>• Written tests</li><li>• Observation</li><li>• Oral questions</li><li>• Third party report</li></ul>
2. Manage customer complaints	<ul style="list-style-type: none"><li>• Customer complaints</li><li>• Importance of handling customer complaints</li><li>• Types of customer complaints</li><li>• Handling difficult customers.</li><li>• Escalation of customer complaints</li></ul>	<ul style="list-style-type: none"><li>• Written tests</li><li>• Observation</li><li>• Oral questions</li><li>• Third party report</li></ul>
3. Guide customers on banking services	<ul style="list-style-type: none"><li>• Banking products and services</li><li>• Types of bank products and services.<ul style="list-style-type: none"><li>○ Asset products</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Written tests</li><li>• Observation</li><li>• Oral questions</li></ul>

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

#### **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