

Providing Customer Service to Culturally Diverse Customers

Professional Skills

Show us that you know how to provide customer service in a multi-cultural environment that includes both domestic and international customers, in accordance with workplace requirements.

Level **3**

Credits **5**

\$99.00 NZD (GST incl.)

Assessment

Conditions of Assessment

You are required to submit evidence of the following:

Describe customer service in accordance with workplace requirements.

Identify the diverse cultural groups of New Zealand and international visitors/tourists groups.

Provide great customer service to both domestic and international customers using oral and other means of communication, in accordance with workplace requirements.

Respond to a customer complaint in accordance with workplace requirements.

Develop strategies to improve domestic and international customer service in the workplace.

All work for this EduBit must be your own.

Learning Recommendations

Understanding Cultural Diversity in Customer Service

www.userlike.com/en/blog/cultural-diversity-customer-service

New Zealand Statistics

<https://www.stats.govt.nz/>

Communication Wikipedia

<https://en.wikipedia.org/wiki/Communication>

Tasks

Proof of Identity

Please include a scanned copy of photo identification (e.g. passport, drivers licence, work ID card).

Attestation Form(s)

An attestation is a declaration by a witness that the tasks and activities specified have been performed in their presence and that the evidence provided is true and correct. The Attestation form(s) relevant to this assessment is located in the Resources section above.

Please complete and scan a copy of the necessary form(s) then upload it here.

Task 1: Describe customer service in accordance with workplace requirements

I can:

Describe the importance of customer service to my workplace.

Describe how interpersonal skills affect customer service.

By providing:

A written description (sentences) of:

Why customer service is important to the workplace. This could include but is not limited to profit, customer satisfaction, reputation, loyalty, customer feedback.

How interpersonal skills affect customer service. This could include but are not limited to personal presentation, attitude, motivation, interest, responsiveness, body language, communication.

Attestation from your Line Manager (or equivalent) that you provide customer service to diverse domestic cultures of New Zealand and international visitors/tourists in accordance with your workplace.

Task 2: Identify diverse cultures of New Zealand and international visitor/tourist customers

I can:

Identify the diverse cultural groups in New Zealand based on New Zealand tourism statistics.

Identify different international visitors/tourists that visit New Zealand.

Identify different cultural groups and international visitors/tourists that you provide customers service to in your workplace.

By providing:

Identification of culturally diverse groups based on New Zealand statistics information;

Diverse cultural groups in New Zealand are identified based on New Zealand statistics. This may include, but are not limited to race, ethnicity and religion.

International visitors/tourists that visit New Zealand are identified based on New Zealand tourism statistics. This must include the countries of origin, eg. USA.

Cultural groups and international visitors/tourists that you provide customer service to at your workplace are identified.

Task 3: Provide customer service to domestic and international customers using oral and other means of communication, in accordance with workplace requirements

I can:

Greet both domestic and international customers appropriate to their culture.

Communicate with both domestic and international customers to understand and meet those needs, while interacting with others in the work place to create a satisfying customer experience for them.

Provide service to both domestic and international customers to meet or exceed my workplace requirements.

By providing:

Video evidence: two (2) video clips (see Video Guidelines under Resources for this assessment) to demonstrate your interactions with and providing appropriate customer service to both domestic and international groups in your workplace.

Domestic:

1. Cultural diversity is shown when greeting a domestic New Zealand customer. This must include an appropriate oral greeting.
2. Listening techniques (verbal and non-verbal) and relevant questions are used to establish the customer's requirements. This could be non-verbal communication including head nods, eye contact, body position, hand movements or verbal affirmations.
3. The ability to handle other demands while providing satisfying customer service to a domestic New Zealand customer in the workplace is shown. This could include answering a telephone, responding to another customer who interrupts, colleagues interrupting, responding to senior staff.
4. A written evaluation outlining your customer service skills, such as testimonials from customers and/or customer feedback surveys, verified as authentic by your Line Manager (or equivalent).

International:

1. Cultural diversity is shown when greeting an international customer. This must include an appropriate oral greeting.
2. Listening techniques (verbal and non-verbal) and relevant questions are used to establish the international customer's requirements. This could include head nods, eye contact, body position, hand movements, verbal affirmations and questions.
3. The ability to handle other demands while providing satisfying customer service to the international customer in the workplace is shown. This could include answering a telephone, responding to another customer who interrupts, colleagues interrupting, responding to senior staff.
4. A written evaluation outlining your customer service skills, such as testimonials from customers and/or customer feedback surveys and verified as authentic by your Line Manager (or equivalent).
5. Attestation from your Line Manager (or equivalent) that the greeting and customer service provided to international customers is appropriate or exceeds workplace requirements.

Task 4: Respond to a customer complaint in accordance with workplace requirements

I can:

Communicate effectively with a customer to clarify their complaint in accordance with workplace requirements.

Provide a solution to the customer complaint that satisfies the customer in accordance with workplace requirements.

By providing:

A description of how to respond a customer complaint and provide a solution in accordance with your workplace.

Include all of the following evidence:

Describe how you have effectively dealt with a complaint, clarifying the issue and the solution that you provided that the customer was satisfied with and that met workplace requirements. This could include descriptions of active listening techniques, how you clarified the issue/complaint, what relevant questions were asked, what the solution was (relevant to your workplace), if others were required to support a solution, whether assistance was sought from supervisors, whether the customer was satisfied with the solution, recording of the complaint according to workplace procedures.

An attestation from your Line Manager (or equivalent) that you deal with complaints effectively and provide appropriate solutions in accordance with workplace requirements.

Task 5: Develop strategies to improve both domestic and international customer service in the workplace

I can:

Develop strategies to improve customer service to ensure the needs and expectations of domestic and international customers are met, in accordance with workplace requirements.

By providing:

Written descriptions (sentences) of the strategies developed to improve the customer service in the workplace to ensure that both domestic and international customer needs and expectations are met. This may include improving communication, language brochures, pictorial representations, learning a languages, learning international sign language.