|  |  |  |  |
| --- | --- | --- | --- |
| LEARN AND WORK ASIGNMENT  (LWA)  C:\Documents and Settings\User\My Documents\My Pictures\sldn's logo.jpgC:\Documents and Settings\User\My Documents\My Pictures\JPK's logo.jpg | | | |
| NOSS  (CODE NOSS) | MAKE-UP ARTISTRY  (MP-063-3:2012) | | |
| Competency Unit Title  (CU CODE) | MAKE-UP ARTISTRY CUSTOMER RELATIONS SERVICES  (MP-063-3:2012-C01) | LEVEL | 3 |
| Competency Unit Descriptor | Make-up artistry customer relation services is an activity that aim to build up relationship with customers in make-up artistry job area that include distributors, dealers and general public.  The person who is competent in this competency unit shall be able to assess customer relations service specification and requirements, perform customer relations service, evaluate customer relation services effectiveness and report customer relation service activities to maintain and sustain customer relationship and to meet company’s goal.  The outcome of this competency is to create business sustainability by providing excellent customer service and creating good relationship with customers in accordance with company Client Charter | | |
| Candidate Name |  | | |
| Candidate I/C  Number |  | | |
| Company’s Name |  | | |

CU WORK ACTIVITY STATEMENT: MAKE-UP ARTISTRY CUSTOMER RELATIONS SERVICES

DURATION: 84 HOURS

A.SETTING GOAL \*:

You are required to perform make-up artistry customer relations services activities based on performance criteria below:

1. Company make-up services are defined
2. Customer relations status is analysed
3. Customer complaint issue is defined
4. Company client charter is interpreted
5. Customer relation activities to be implemented are arranged accordingly
6. Customer relations service activities proposal is prepared
7. Budget needed to implement customer relations activities is estimated
8. Corrective actions to solve customer complaint are listed out
9. Meeting with customers (such as distributor and dealers) is arrange
10. Product sample, catalogue, flyers, gift voucher are arranged
11. Customer enquiries are attended and acted promptly
12. Make-up product information and service information is explained to customers
13. Make-up technique is demonstrated to the customer or distributors
14. Make-up service information provided by the company is clearly explained to customers
15. Training for distributors and dealers is executed in accordance with company guideline.
16. Service improvement proposed to the management to avoid customer complaint
17. Customer issues are solved in accordance with company client charter
18. Subordinate is guided and supervised with regards to the customer relations matters
19. Customer enquiries response time is evaluated with regard to the company client charter
20. Customer satisfaction with regards to the company services is assessed
21. Time taken to resolve any issue related to customer service is assessed in accordance with company policy
22. Corrective action taken to solve customer complain is evaluated in accordance with company policy
23. Effectiveness of customer relations service is assessed
24. Customer relations service is reported to superior
25. Subordinate coaching and supervision activities are reported to superior

B.PLANNING

You are required to plan activities to achieve listed setting goal of make-up artistry customer relations services by using resources listed below:

2.1 Identify tools, equipment and materials for make-up artistry customer relations services according to list below

|  |  |
| --- | --- |
| ITEMS | RATIO  (TEM : Trainees) |
| 1) LCD Projector  2) Computer / laptop  3) Client Charter  4) Marketing Kit – product catalogue, flyers | 1:25  1:25  1:1  1:1 |

2.2 Refer to references below as a guidance to perform this activity.

|  |
| --- |
| 1. Janelle Barlow, Paul Stewart (2006). Branded Customer Service: The New Competitive Edge. Berrett-Koehler Publishers. ISBN-13: 978-157675-404-7  2. Pattie Gibson (2011). The World of Customer Service (3rd Edition). South-Western Pub. ISBN-13: 978-0-8400-6424-0  3. Pattie Gibson-Odgers (2007). The World of Customer Servic e(2nd Edition). South-Western Pub. ISBN-13: 978-0-538-73046-4  4. Robert W Lucas (2011). Customer Service Skills for Success (Connect, Learn, Succeed) (5th Edition). Mcgraw-Hill Humanities/Social Sciences/Languages. ISBN-13: 978-0-07-339711-5  5. Robert W Lucas (2004). Customer Service: Building Successful Skills for the Twenty-First Century (3rd Edition) Career Education. ISBN-13: 978-0-07-293805-0 |

1. DESICION MAKING

You are required to get coach approval before performing makeup artistry customer relations services activity.

1. EXECUTE & MONITORING

You are required to perform makeup artistry customer relations services according to steps below:

3.1 Practise personal hygiene and professional code of ethics.

* 1. Assess customer relations service specification and requirements
     1. Interpret company’s client charter
     2. Refer company make up services manual
     3. Check customer relations status such as:
     4. New customer
     5. Existing customer
     6. Dealers / distributors
     7. Staffs
     8. Etc
     9. Identify customer complaint issue using feedback form
  2. Prepare customer relations services action plan
     1. Ascertain customer relation activities to be implemented such as :

1. Annual dinner
2. Business visit
3. Meeting,
4. Promotions,
5. Send flyers,
6. Special discounts
7. Etc
   * 1. Ascertain customer relations activities budget such as:
8. Estimation
9. Etc
   * 1. Ascertain arrangement of product sample, catalogue, flyers and gift voucher such as:
10. Display cabinet
11. Flyer stand
12. Attractive display
13. Etc
    * 1. Refer customer relations root cause and prepare corrective action such as:
14. Immediate discussion with dissatisfactory customer
15. Get explanation from the customer’s therapist
16. Etc
    1. Perform customer relations service
       1. Determine medium of customer enquiries and act promptly such as:
17. Mass communication (telephone, internet, short messages etc.)
    * 1. Apply the service improvement tools to avoid customer complaint such as:
18. Upgrade product knowledge ( training, product manual, etc)
19. Client handling techniques ( code of ethics )
20. Etc
    * 1. Coordinate subordinate with regards to the customer relations matters such as
21. Welcoming techniques
22. Troubleshooting
23. Etc
    * 1. Demonstrate services to customers, distributors and dealers such as:
24. Make up techniques
25. Product application
26. Etc

3.5. Evaluate customer relations service effectiveness

* + 1. Assess customer enquiries response time to resolve any issue relating to customer service.
    2. Assess customer satisfaction and effectiveness of customer relations service such as:

1. Non verbal (Feedback form, suggestion box )
2. Verbal ( Face to face , conversation)
   * 1. Propose service improvement to the management such as:
3. Marketing mix ( 4P’s - pricing, products, promotions and places)
4. Customer services procedures and techniques
   1. Report customer relations services
      1. Submit customer relations service proposal to superior such as:
5. Action plan
   * 1. Produce customer relation service report
6. Solved and unsolved issues ( compensation, money back guarantee, etc )
   1. Comply with attitude, safety and environment listed below when performing this activity

|  |  |
| --- | --- |
| Attitude | 1. Have analytical mind in interpreting company client charter 2. Rational in defining customer complaints 3. Product sample, catalogue, flyers, gift voucher are arranged 4. Precise and details in listing out corrective action 5. Accuracy in estimating customer relation activities budget 6. Hospitable when attending to customer enquiries. 7. Proactive in finding solution to the customer complaints. 8. Confidence when executing training 9. Transparent in assessing customer satisfaction 10. Rational in solving customer complaints. 11. Precise, detail and transparent in reporting customer relation service status |
| Safety | 1. Adhere to personal grooming when dealing with customers and distributors 2. Adhere to social etiquette and personal grooming when dealing with customer and subordinate 3. Adhere to office confidentiality policy |
| Environment | 1. Ensure cleanliness and hygiene of work area and tools 2. Catalogues, flyers are stored in accordance to company requirement. 3. Adhere to hygiene practice |

* 1. Apply core abilities listed below when performing this activity

|  |  |
| --- | --- |
| Social Skills | Core Abilities |
| Communication skills. | 02.11 Convey information and ideas to people.  03.10 Provide consultations and counseling  03.16 Identify and assess client/customer needs.  06.07 Develop and maintain networks. |
| Conceptual skills | 01.11 Apply thinking skills and creativity  03.16 Identify and assess client/customer needs. |
| Interpersonal skills | 01.11 Apply thinking skills and creativity.  02.11 Convey information and ideas to people. |
| Leadership skills | 03.13 Develop and maintain team harmony and resolve conflicts.  03.09 Manage and improve performance of individuals.  03.14 Facilitate and coordinate teams and ideas. |
| Learning skills | 01.11 Apply thinking skills and creativity.  03.15 Liaise to achieve identified outcomes. |
| Multitasking and prioritizing | 02.10 Prepare reports and instructions  05.01 Implement project/work plans. |
| Self-discipline | 02.10 Prepare reports and instructions.  05.01 Implement project/work plans. |
| Teamwork | 03.09 Manage and improve performance of individuals.  03.13 Develop and maintain team harmony and resolve conflicts. |

1. EVALUATING

You are required to evaluate makeup artistry customer relations services using checklist below.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| A | ASSESSMENT CRITERIA  (60%) | MARKS GIVEN BY APPRENTICE | | | | | MARKS GIVEN BY  COACH | | | | |
| 0 | 1-2 | 3-4 | 5-6 | 7 | 0 | 1-2 | 3-4 | 5-6 | 7 |
| 1 | Customer complaint issue is defined |  |  |  |  |  |  |  |  |  |  |
| 2. | Customer action plan prepared |  |  |  |  |  |  |  |  |  |  |
| 3. | Customer enquiries are attended and acted promptly |  |  |  |  |  |  |  |  |  |  |
| 4. | Time taken to resolve customer service issue assessed. |  |  |  |  |  |  |  |  |  |  |
| 5. | Solution action taken meets customer’s complaint |  |  |  |  |  |  |  |  |  |  |
| 6. | Customer relations service report produced |  |  |  |  |  |  |  |  |  |  |
|  | SUBTOTAL | A1 | | | | | A2 | | | | |
|  | FULL MARKS | 42 | | | | | 42 | | | | |
| B | ATTITUDE/SAFETY/  ENVIRONMENT  (20%) | MARKS GIVEN BY APPRENTICE | | | | | MARKS GIVEN BY  COACH | | | | |
| 0 | 1-2 | 3-4 | 5-6 | 7 | 0 | 1-2 | 3-4 | 5-6 | 7 |
| 1 | Attitude |  |  |  |  |  |  |  |  |  |  |
| 2. | Safety |  |  |  |  |  |  |  |  |  |  |
| 3 | Environment |  |  |  |  |  |  |  |  |  |  |
|  |  | B1 | | | | | B2 | | | | |
|  |  | 21 | | | | | 21 | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| C | EMPLOYABILITY SKILLS  (SOCIAL SKILLS)  (20%) | MARKS GIVEN BY APPRENTICE | | | | | MARKS GIVEN BY  COACH | | | | |
| 0 | 1-2 | 3-4 | 5-6 | 7 | 0 | 1-2 | 3-4 | 5-6 | 7 |
| 1 | Communication Skills |  |  |  |  |  |  |  |  |  |  |
| 2 | Conceptual Skills |  |  |  |  |  |  |  |  |  |  |
| 3 | Interpersonal Skills |  |  |  |  |  |  |  |  |  |  |
| 4 | Leadership Skills |  |  |  |  |  |  |  |  |  |  |
| 5 | Learning Skills |  |  |  |  |  |  |  |  |  |  |
| 6 | Multitasking & Prioritizing |  |  |  |  |  |  |  |  |  |  |
| 7 | Self-discipline |  |  |  |  |  |  |  |  |  |  |
| 8 | Teamwork |  |  |  |  |  |  |  |  |  |  |
|  |  | C1 | | | | | C2 | | | | |
|  | FULL MARKS | 56 | | | | | 56 | | | | |

CALCULATION TABLE

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | MARKS GIVEN BY APPRENTICE | MARKS GIVEN BY COACH | WEIGHTED MARKS GIVEN BY  APPRENTICE | WEIGHTED MARKS GIVEN BY COACH |
| ASSESSMENT CRITERIA | A1 | A2 | A1 /42 X 60 | A2 /42 X 60 |
| ATTITUDE,SAFETY &ENVIRONMENT | B1 | B2 | B1 /21X 20 | B2 /21 X 20 |
| EMPLOYABILITY SKILLS (SOCIAL SKILLS) | C1 | C2 | C1 /56 X 20 | C2 /56 X 20 |
| Total | | | X | Y |
| Ratio of Percentage (Apprentice: Coach) | | | 20% | 80% |
| Grand Total | | | (20/100 x X) + (80/100 x Y) | |

|  |
| --- |
| COMMENTS/ RECOMMENDATIONS BY COACH |

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

COACH: APPRENTICE:

DATE: DATE: