

ITEC Level 3

Unit 821 - Client Care and Communication in Beauty Related Industries

Recommended minimum guided learning hours – 28

QCA Qualification Accreditation Number: T/601/4457

Learning outcome

Learners will be able to :

Assessment Criteria

1. Be able to communicate and behave in a professional manner when dealing with clients
 - 1.1 Behave in a professional manner within the workplace
 - 1.2 Use effective communication techniques when dealing with clients

Taught Content

1.1.1 To include:

- Demonstrating respect to clients and colleagues
- Demonstrate good communication skills
- Provide good customer service
- Explaining the treatment/service/product to the clients
- Demonstrate correct client care and professionalism at all times
- Maintain professional appearance, personal hygiene and behaviour

1.2.1 To include:

- Good communication skills (asking open and/or closed questions where appropriate)
- Verbal and non-verbal communication
- Good listening skills
- Project professionalism, confidence and enthusiasm when providing information
- Demonstrate positive body language and maintenance of eye contact
- Show respect, being aware of interpersonal space

<p>1.3 Adapt methods of communication to suit different situations and client needs</p>	<p>1.3.1 To include giving further examples:</p> <ul style="list-style-type: none"> • Verbal communication when dealing with clients face to face, or on the telephone • Provision of and/or gathering information for consultation and retail opportunity purposes • Non verbal methods to give encouragement and/or convey empathy • Use of body language to project professional persona or 'open' body language to appear less intimidating • Use of Braille home care advice leaflets for blind clients • Use of sign language for deaf clients • Use of written information for mail shots, or for promotions and advisory purposes • Use of telephone to book and/or confirm appointments • Use of text message service to confirm appointments • E-mail to contact customers • Use of websites and ICT to advertise services and treatments
<p>1.4 Use effective consultation techniques to identify treatment objectives</p>	<p>1.4.1 To include:</p> <p><i>An example of a consultation form can be downloaded from www.itecworld.co.uk</i></p> <p>Learners should demonstrate knowledge of the importance of the following:</p> <ul style="list-style-type: none"> • Consulting in a private, comfortable area • Positive body language • Positioning of the client (no barriers between themselves and client) • Good communication skills (asking open and/or closed questions where appropriate) • Verbal and non-verbal communication • Trust • Professionalism, confidence and enthusiasm • Client lifestyle • Client profile • Contraindications and contra-actions • Outline the benefits of the treatment • Importance of planning a treatment programme bearing in mind the client's religious, moral and social beliefs • Agreement to the course of action and treatment methods advised • Selection and documentation of treatment products • Informed consent • Explain as to how the programme will be evaluated and the review process • Confidentiality • Agree treatment objectives and recommended treatment plan • Obtain the client's signature
<p>1.5 Provide clear recommendations to the client</p>	<p>1.5.1 To include:</p> <ul style="list-style-type: none"> • Based upon consultation, specific treatment analysis and relevant tests, recommendations for ongoing or further treatments, home and aftercare advice retail products and client's preferences

<p>1.6 Assess the advantages and disadvantages of different types of communication used with clients</p>	<p>1.6.1 To include:</p> <ul style="list-style-type: none"> • Positive and negative aspects • Indirect verbal (via 3rd person) • Verbal • Non verbal • Braille • Sign language • Text message service • Body language • Written • Telephone • E-mail
<p>1.7 Describe how to adapt methods of communication to suit the client and their needs</p>	<p>1.7.1 To include:</p> <ul style="list-style-type: none"> • Verbal • Non verbal • Braille • Sign language • Body language • Written • Text messaging service • Telephone • E-mail
<p>1.8 Explain what is meant by the term 'professionalism' within beauty related industries</p>	<p>1.8.1 To include:</p> <ul style="list-style-type: none"> • Consultation process and checking for contraindications • Treatment /service explanation • Compliance with any particular rights, restrictions and acts applicable to the respective service or treatment • Code of practice/ethics • Insurance and professional association membership • Maintaining client care • Protecting client modesty • Duty of care • Personal appearance and hygiene • Trust • Confidentiality • Never diagnosing • Following referral procedures • Integrity
<p>1.9 Explain the importance of respecting a client's 'personal space'</p>	<p>1.9.1 To include:</p> <ul style="list-style-type: none"> • Client comfort and the various aspects which may affect this i.e., • Ethnicity • Age • Gender • Religious beliefs • Nationality • Sexual orientation • Education • Physical appearance • Etiquette • Social class • Economic status
<p>1.10 Describe how to use suitable consultation techniques to identify treatment objectives</p>	<p>1.10.1 To include:</p> <ul style="list-style-type: none"> • Positive body language • Positioning of the client (no barriers between themselves and client) • Good communication skills (asking open and/or closed questions where appropriate) • Verbal and non-verbal communication • Good listening skills
<p>1.11 Explain the importance of providing clear recommendations</p>	<p>1.11.1 To include:</p> <ul style="list-style-type: none"> • Tailoring advice to client's personal needs based upon consultation, specific treatment analysis and relevant tests • Potential for continued and ongoing treatments • Correct home and aftercare advice given • Appropriate use of retail products in line with client's preferences • Checking for contraindications • Scope of treatment(s) /service(s) • Demonstrating professionalism • Provision of good customer service

<p>2 Be able to manage client expectations</p> <p>2.1 Maintain client confidentiality in line with legislation</p> <p>2.2 Use retail sales techniques to meet client requirements</p> <p>2.3 Evaluate client feedback</p> <p>2.4 Evaluate measures used to maintain client confidentiality</p>	<p>2.1.1 To include the implications of:</p> <ul style="list-style-type: none"> • Data protection Act • Maintaining and storing accurate records and client information • Compliance with current legislation and codes of conduct for written and computer held details • The role of the Information Commissioner's Office • Only gathering necessary and relevant information – job specific • Storing written and computer held information • Clients having access to written and computer held details • Not transferring information without adequate protection and/or need <p>2.2.1 To include:</p> <ul style="list-style-type: none"> • Good customer relations • Needs based selling • Good listening skills • Promotion of additional products and services • Asking appropriate questions • Identifying opportunities and customising service and/or products to meet client expectations • Product unique selling point • Good body language and eye contact • Provide information demonstrating knowledge of products/services • Explain the benefits and how it should be used • Link selling • Secure client agreement • Close the sale • Incorporate the use of samples • Recap main points of discussion • Record the sale <p>2.3.1 To include:</p> <ul style="list-style-type: none"> • Recording and reviewing feedback • Take note of any recommendations • Store in line with current legislation and professional codes of conduct • Good working practise • Ensuring that client's needs and requirements are met • Verbal feedback • Written feedback/client questionnaire • Thanking clients for their responses • Dealing with any complaints • Passing on feedback to all parties concerned <p>2.4.1 To include the importance of:</p> <ul style="list-style-type: none"> • Keeping up to date with current legislation and changes to the Data Protection Act • Completing regular reviews of organisational procedures • Conducting regular staff meetings for provision of information and industry related legislative updates • Having a rigorous client confidentiality policy with regular reviews • Security of information • The role of the Information Commissioner's Office
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<p>2.5 Explain the importance of adapting retail sales techniques to meet client requirements</p>	<p>2.5.1 To include:</p> <ul style="list-style-type: none"> • The use of 'loss leaders' to maintain client interest • Recognising client trends, fashion, needs and expectations • Keeping up to date with changes in the market eg. male market • Implementation and maintenance of good stock control, checks and rotation of products • The use of loyalty cards and discounts for regular and valued clients • Rotating promotions for variety of goods and services • Providing excellent customer service • Checking and maintaining client satisfaction • Use of display tester stands (changed regularly) • Trial size products to meet with client approval • Integrity
<p>2.6 Identify methods of improving own working practices</p>	<p>2.6.1 To include:</p> <ul style="list-style-type: none"> • Analysing and evaluating performance • Reflective practice and self assessment • Evaluation of strengths and weaknesses • Implementing a staff and/or personal development plan • Carrying out developmental activities and Continual Professional Development • Regular reviews of performance and provision of updates • Analysing and evaluating feedback • Being flexible and adapting to change • Networking and sharing ideas • Monitoring and critically comparing changes made • Using specialist consultants and/or business analysts to review practices • Set personal and corporate targets that are specific, measurable, agreed, realistic and timed (SMART)
<p>2.7 Describe how to resolve client complaints</p>	<p>2.7.1 To include:</p> <ul style="list-style-type: none"> • Comply with and follow the establishment complaints policies and procedures • Establish who is qualified to deal with the complaint, identify and notify the person in charge • Advise the client of procedures • Escort the client to a private, comfortable area • Allow the client to fully explain their problem without interruption • Listen carefully and clarify any unclear points to ensure that the problem is fully understood • Show empathy regardless of blame and do not argue • Acknowledge problem areas • Try to resolve the situation and find a mutually agreeable solution • Make any explanations confidently, but calmly • Maintain eye contact • Apologise for any inconvenience caused by the incident • Record details of the complaint and action taken • Demonstrate good customer care • Maintain accurate records in compliance with Data Protection Act and current legislation

<p>Assignment Unit 821 - Client Care and Communication in the Beauty Related Industries</p> <p>Unit 821 - Client Care and Communication in the Beauty Related Industries Assignment Guidance form AG821 may be down loaded from www.itecworld.co.uk</p>	<p>Unit 821 - Client Care and Communication in the Beauty Related Industries assignment must be evidence using assignment assessment form AA 821 see www.itecworld.co.uk</p>
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