



Client care and communication in beauty-related industries

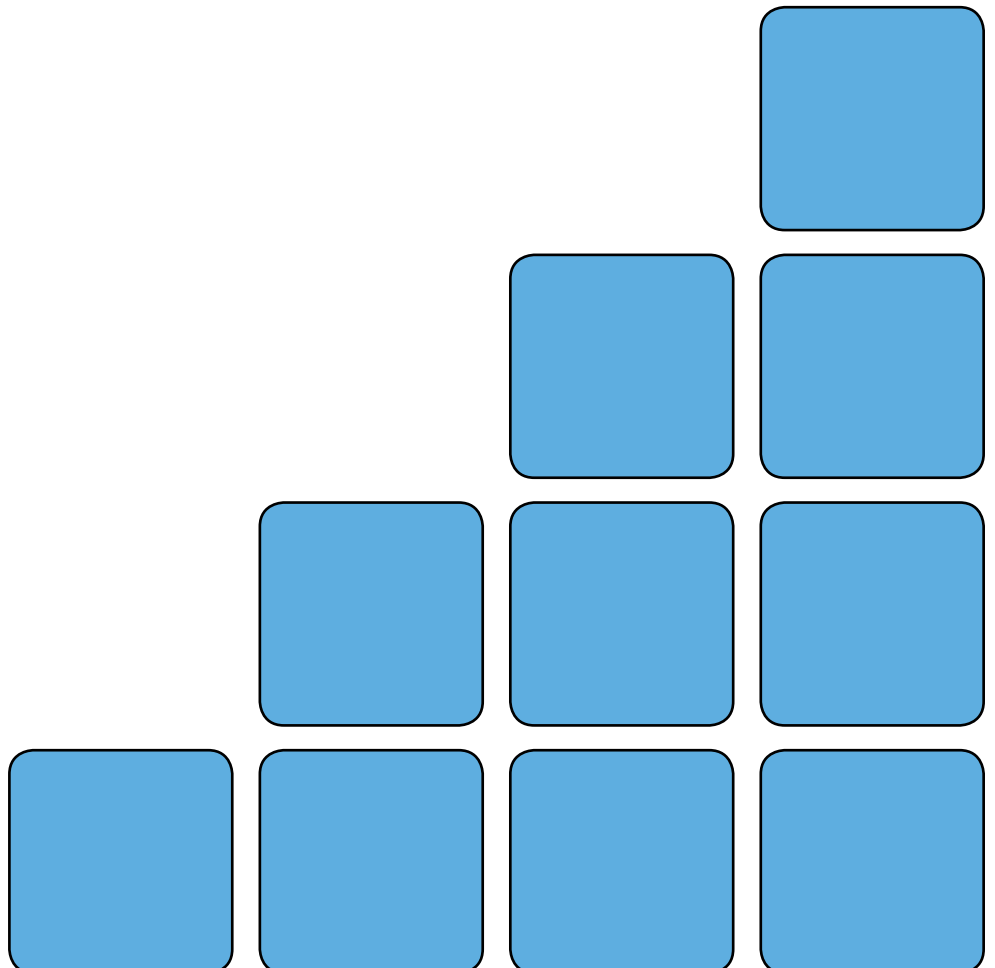
UV30468

T/601/4457

Learner name:

Learner number:

VRQ



UV30468

Client care and communication in beauty-related industries

This is a preparation for work unit which is based on capability and knowledge. This unit is about client care and communication in beauty-related industries. You will develop your ability to adapt the provision of client care and your communication skills, to the needs of different clients, as well as learn how to manage client expectations.

Level

3

Credit value

3

GLH

28

Observation(s)

3

External paper(s)

0



Client care and communication in beauty-related industries

Learning outcomes

On completion of this unit you will:

1. Be able to communicate and behave in a professional manner when dealing with clients
2. Be able to manage client expectations

Evidence requirements

1. *Environment*
Evidence for this unit must be gathered in a real or realistic working environment.
2. *Simulation*
Simulation is not allowed in this unit.
3. *Observation outcomes*
Competent performance of 'Observation' outcomes must be demonstrated to your assessor on **at least three occasions**.
4. *Range*
All ranges must be practically demonstrated or other forms of evidence produced to show they have been covered.
5. *Knowledge outcomes*
There must be evidence that you possess all the knowledge and understanding listed in the 'Knowledge' section of this unit. This evidence may include projects, assignments, case studies, reflective accounts, oral/written questioning and/or other forms of evidence.
6. *Tutor/Assessor guidance*
You will be guided by your tutor/assessor on how to achieve learning outcomes and ranges in this unit. All outcomes and ranges must be achieved.
7. *External paper*
There is no external paper requirement for this unit.

Achieving observations and range

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of observations required is indicated in the evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through oral questioning.

Your assessor will sign off an outcome when all criteria have been competently achieved in a single client service.

Maximum service times

There are no maximum service times that apply to this unit.

Achieving range

The range section indicates what must be covered. Ranges should be practically demonstrated as part of an observation. Where this is not possible other forms of evidence may be produced. All ranges must be covered.

Your assessor will document the portfolio reference once a range has been competently achieved.



Observations

Outcome 1

Be able to communicate and behave in a professional manner when dealing with clients

You can:

- a. Behave in a professional manner within the workplace
- b. Use effective communication techniques when dealing with clients
- c. Adapt methods of communication to suit different situations and client needs
- d. Use effective consultation techniques to identify treatment objectives
- e. Provide clear recommendations to the client

** May be assessed through oral questioning.*

Observation	1	2	3
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



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Outcome 2

Be able to manage client expectations

You can:

- a. Maintain client confidentiality in line with legislation
- b. Use retail sales techniques to meet client requirements

** May be assessed through oral questioning.*

Observation	1	2	3
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			



Range

*You must practically demonstrate that you have:

Dealt with all clients		Portfolio reference
New		
Regular		
Used all consultation techniques		Portfolio reference
Questioning		
Visual		
Manual		
Dealt with all complaints		Portfolio reference
Dissatisfied client		
Unrealistic client expectations		

*It is strongly recommended that all range items are practically demonstrated. Where this is not possible, other forms of evidence may be produced to demonstrate competence.

Developing knowledge

Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below:

- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies

Where possible your assessor will integrate knowledge outcomes into practical observations through oral questioning.

Knowledge



Outcome 1

Be able to communicate and behave in a professional manner when dealing with clients

You can:	Portfolio reference / Assessor initials*
f. Assess the advantages and disadvantages of different types of communication used with clients	
g. Describe how to adapt methods of communication to suit the client and their needs	
h. Explain what is meant by the term 'professionalism' within beauty related industries	
i. Explain the importance of respecting a client's 'personal space'	
j. Describe how to use suitable consultation techniques to identify treatment objectives	
k. Explain the importance of providing clear recommendations to the client	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external paper.



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Outcome 2

Be able to manage client expectations

You can:	Portfolio reference / Assessor initials*
c. Evaluate client feedback	
d. Evaluate measures used to maintain client confidentiality	
e. Explain the importance of adapting retail sales techniques to meet client requirements	
f. Identify methods of improving own working practices	
g. Describe how to resolve client complaints	

* Assessor initials to be inserted if orally questioned.

Requirements highlighted in white are assessed in the external paper.

Unit content



This section provides guidance on the recommended knowledge and skills required to enable you to achieve each of the learning outcomes in this unit. Your tutor/assessor will ensure you have the opportunity to cover all of the unit content.

Outcome 1: Be able to communicate and behave in a professional manner when dealing with clients

Verbal communication: (speaking) manner and tone, professional, supportive, respectful, sensitive to client, open questioning related to treatment.

Advantages – quick, instant response, client body language.

Disadvantages – no written record, no time to consider, no paper trail.

Non-verbal communication: eye contact, body language, listening.

Advantages – written communication, detailed, recorded, clear, specific, opportunity to consider, paper trail.

Body language – expression of feelings, easily identify anger, happiness, confusion.

Disadvantages – written communication, cannot see reaction, cannot change mind, no opportunity for discussion.

Body language – cannot hide feelings, can be a barrier.

Professional manner: Use positive body language, abide by salon regulations and codes of conduct, encourage clients to ask questions, be supportive and respectful, be sensitive to client's privacy and personal details, professional appearance, avoid inappropriate conversations.

Professional appearance: Clean, professional uniform, no jewellery or piercings, hair neatly tied back (fringe secured), closed-in footwear, personal hygiene and cleanliness (shower/bath,

cover cuts and abrasions, deodorant or antiperspirant), oral hygiene (clean teeth, fresh breath), nails (good condition and maintained, short, no nail varnish, no nail extensions).

Professional ethical conduct: Polite, cheerful and friendly manner; friendly facial expressions, positive attitude, eye contact, open body language, client relations (not argumentative, confidentiality), respect for colleagues and competitors, avoid gossip, pride in work, honesty, integrity, punctuality, employer and client loyalty.

Consultation communications:

Establish client requirements and therapist recommendations, give appropriate advice if client is contra-indicated, client satisfaction, client expectations, suitability and aftercare, prevent contra-actions, courteous, eye contact, verbal communication, non-verbal communication, signatures of client and therapist (legal document; insurance claims, acknowledgement of recommendations), avoid conflict between a client and therapist, visual, manual, question, listen, client card reference, use a range of related terminology linked to treatment being performed.

Client requirements: Age, cultural background, special needs, satisfied clients, dealing with dissatisfied clients, all clients treated equally, clear, direct, action taken where necessary, written record.



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Outcome 1: Be able to communicate and behave in a professional manner when dealing with clients (continued)

Client treatment needs: Assess client needs and suitability, client agreement, realistic outcome, cost, duration and frequency of treatments, additional services.

Recommendations to client: Explain treatment (the process, expected sensations, skin reaction, outcomes), advise client of most suitable treatment, further treatments, aftercare advice, lifestyle changes, seek agreement from client, retail recommendations, prevent contra-actions, improve results, maintain treatment longer, client care, client satisfaction, client expectations, profits (link sales, insurance reasons, completion of consultation process, returning/repeat clients, new business).

Personal space: Space between client and therapist, positioning of client, covering of client, suitable location for consultation, client comfort, client privacy, unobtrusive.



Outcome 2: Be able to manage client expectations

Client confidentiality: Data protection, professional, use of sensitive information, type of information, client access to their own records, maintain client's confidence, storage of client's personal details, record cards, method of destroying sensitive data, access available to authorised persons, time limit of storage of data, secured storage facility.

Client care feedback: Client consultation form, comments box, verbal and non-verbal methods, professional, target setting, relate to feedback constructively, professional manner, polite, courteous, personal development, improves client satisfaction, client care, salon profits, career development, team work, employee training, reputation, repeat business, additional treatments.

Client complaints: Professional manner, polite, courteous, good client care, senior therapist, senior receptionist or manager, dealt with appropriately, resolve situation, good communication techniques, good client care, good eye contact, good facial expressions, good body language, deal with situation calmly, methods of recording complaints, prompt response verbally/ written.

Retail opportunities: Completion of consultation, record on record card, profit, linking of retail/sales, selling products and other services, promotional offers, samples, retail displays, repeat business, course of treatments, demonstrations, open events, existing client offers.

Sales techniques: Body language, verbal, non-verbal, testers, samples, linked to

treatment, product knowledge, benefits, listen to client's needs, record card, lifestyle factors.

Improve working practices: SWOT analysis (strengths, weaknesses, opportunities and threats to business), sales, productivity, analysis, questionnaires, feedback from clients (verbal/non-verbal), repeat business, monitor trends, peer assessment, observation, mystery shopper, appraisal.

Notes

Use this area for making notes and drawing diagrams