

Unit 203: Principles of customer service

Understand how legal and ethical requirements relate to customer service

How sales and consumer-related legislation and regulations affect the delivery of customer service

Examples of the legislation that would affect the delivery of customer service are:

- The Sale of Goods Act
- The Consumer Protection Act
- The Trade Descriptions Act.

How sales and consumer-related legislation and regulations affect the delivery of customer service

Under **the Sale of Goods Act**, goods must be as described, of satisfactory quality and fit for purpose.

This means staff must ensure they have good product knowledge, describe the goods accordingly and sell goods to meet customer needs.

How sales and consumer-related legislation and regulations affect the delivery of customer service

The implications of the **Consumer Protection Act** on customer service delivery are that:

- staff must be honest and careful about pricing
- staff must notify management of any defective product and take it off sale or display.



How sales and consumer-related legislation and regulations affect the delivery of customer service

The implications of the **Trade Descriptions Act** on customer service is that staff:

- have good, up-to-date product/service knowledge
- must not falsely describe goods to get a sale
- must not make any false statement about the provision of any services, facilities or accommodation.

How health, safety and environmental legislation affects customer service delivery

Health and safety legislation affects customer service delivery as it requires staff in an organization to:

- ensure the safety of themselves and others
- act responsibly
- consider any hazards they see and remove them
- have good product/service knowledge
- ensure all advice covers the safe use of products and services
- have up-to-date knowledge of organisational policies and procedures relating to health and safety.

How health, safety and environmental legislation affects customer service delivery

Environmental legislation affects customer service delivery as it requires staff to:

- minimise wastage
- have product/service knowledge that covers environmental issues/advice
- have up-to-date knowledge of environmental legislation regarding eg disposal of unused/old/irreparable products
- have up-to-date knowledge of organisational policies and procedures relating to environmental issues.

How ethical standards affect customer service

Ethical standards are a set of moral values and if a business has set ethical standards, they need to be considered in all daily activities.

If a business eg states it will only buy from ethical suppliers, then it will need to do so.

Also if it states it will treat all with fairness it means customers will expect a business that treats all equally and not take part in any immoral practice or activity.

How equality legislation affects customer service

In customer service ensuring equality in all aspects of customer service delivery is vital. It requires that staff treat all customers equally and with respect and no matter their:

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation.



The Equality Act is the legislation that applies here.

How legislation affects the use and storage of customer information

Data protection is important to all organisations as data on its activities must be kept confidential to stop competitors acquiring it.

However legislation means that consumer personal data must be obtained lawfully and used for the purpose it was obtained for. It also can't be kept for longer than necessary and must be accurate and kept up to date.

How legislation affects the use and storage of customer information

The Data Protection Act contains eight principles

1. Personal data shall be processed fairly and lawfully and, in particular, shall not be processed unless –

(a) at least one of the conditions in Schedule 2 is met, and

(b) in the case of sensitive personal data, at least one of the conditions in Schedule 3 is also met.

2. Personal data shall be obtained only for one or more specified and lawful purposes, and shall not be further processed in any manner incompatible with that purpose or those purposes.

How legislation affects the use and storage of customer information

The eight principles *contd.*

3. Personal data shall be adequate, relevant and not excessive in relation to the purpose or purposes for which they are processed.
4. Personal data shall be accurate and, where necessary, kept up to date.
5. Personal data processed for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
6. Personal data shall be processed in accordance with the rights of data subjects under this Act.

How legislation affects the use and storage of customer information

The eight principles *contd.*

7. Appropriate technical and organisational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data.

8. Personal data shall not be transferred to a country or territory outside the European Economic Area unless that country or territory ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data.

How legislation affects the use and storage of customer information

Overall, personal data on customers must be held according to the Act but an individual can request access to their own data held by an organisation and the organisation will require to give that information to the individual.

Under the Data Protection Act data can be collected 'only for one or more specified and lawful purposes'. It also needs to be accurate, kept up to date and should not be stored for longer than necessary. It also should be used for the specified purpose it was obtained for.

Any questions?