



## ASSESSMENT CRITERIA

### Module

### " Customer Oriented Communication and Service Skills; Problem Solving Skills"

Intended Learning outcomes	Demonstration indicators (based on real work situations)	Levels of the Achieved Learning Outcomes		
		Satisfactory/pass (needs constant guidance and instruction)	Good (able to perform according to instructions)	Excellent (able to work independently and creatively)
1. Is able to determine the customer's psychological type	ability to name basic psychological types of individuals and to describe them	knows basic psychological types of individuals	applies the knowledge of basic psychological types of individuals	demonstrates his/her ability to name basic psychological types of individuals and to describe them
	identification of psychological characteristics of customers	understands psychological characteristics of customers	selects psychological characteristics of customers	identifies psychological characteristics of customers
	ability to clarify peculiarities	realizes the peculiarities	defines the peculiarities	demonstrates ability to clarify peculiarities
2. Is able to deliver customers the appropriate offered SPA & Wellness services	applying of principles of effective presentation norms and oral communication	outlines principles of effective presentation norms and oral communication	distinguishes principles of effective presentation norms and oral communication	applies principles of effective presentation norms and oral communication
	independent choice	knows the types	identifies the	chooses the most

according to their needs and considering general and professional ethics norms and present SPA & Wellness concept	of the most relevant type of communication according to the customer profile	of communication according to the customer profile	type of communication according to the customer profile	relevant type of communication according to the customer profile
	successful communication Communicates through various forms (verbal, non-verbal, written) and through various means communicate in (social networks, over the phone, face-to-face)	comprehends various forms and means of communication (verbal, non-verbal, written)	demonstrates various forms of communication (verbal, non-verbal, written) and uses means of communication (social networks, over the phone, face-to-face)	communicates successfully through various forms (verbal, non-verbal, written) and means of communication
	professional ethics norms for customers in service	is aware of professional ethics norms for customers in service	selects the right professional ethics norms for customers in service	follows professional ethics norms for customers in service
	formation of positive self-image meaning in the work with customers, respecting privacy and confidentiality			forms positive self-image meaning in the work with customers, respecting privacy and confidentiality
	demonstration of understanding of SPA & Wellness concept (main aim, tasks, issues etc.)	defines SPA & Wellness concept	tells about SPA & Wellness concept (main aim, tasks, issues, etc.)	shows understanding of SPA & Wellness concept (main aim, tasks, issues etc.)
	analysis and problem solving of various customer service	understands customer service	examines and identifies problems in	analyzes and solves various customer service

	situations	situations	various customer service situations	situations
	respectful communication considering cultural diversity	knows principles of communication considering cultural diversity	defines the appropriate manner of communication considering cultural diversity	communicates in a manner that is respectful of cultural diversity
3. Is able to categorize records of acquired information concerning customer needs	justification of verbal and non-verbal communication's role in the learning of customer's needs and maintenance of sustainable relationship with customers	is aware of verbal and non-verbal communication's role in the learning of customer's needs and maintenance of sustainable relationship with customers	explains verbal and non-verbal communication's role in the learning of customer's needs and maintenance of sustainable relationship with customers	justifies verbal and non-verbal communication's role in the learning of customer's needs and maintenance of sustainable relationship with customers
	applying of verbal and non-verbal communication to illustrate customer needs	knows verbal and non-verbal communication in order to illustrate customer needs	identify verbal and non-verbal communication in order to illustrate customer needs	applies verbal and non-verbal communication to illustrate customer needs
	development of a Customer data base	demonstrates understanding of a Customer data base	uses a Customer data base	develops a Customer data base
4. Is able to conduct SPA's team work effectively, constructively cooperating in the team	explanation with examples of basic elements of information communication	knows basic elements of information communication	defines basic elements of information communication	explains with examples basic elements of information communication
	justification of the choice of conflict resolution techniques in the specific	demonstrates understanding of choice of conflict resolution	selects conflict resolution techniques in the specific situation	justifies the choice of conflict resolution

	situation	techniques in the specific situation		techniques in the specific situation;
	the role of a manager and its meaning in the team	is aware of the role of a manager and its meaning in the team	demonstrates understanding of the role of a manager and its meaning in the team	defines the role of a manager and its meaning in the team
5. Is able to solve problems in the team through effective decision-making	ability of choosing principles of stress management;	lists principles of stress management;	chooses principles of stress management;	applies independently the appropriate method for stress management;
	justification of decision-making impacting factors and stages in the meaning of achievement of SPA aim	describes decision-making impacting factors and stages in SPA services;	classifies decision-making impacting factors and stages in SPA services according to achieving SPA aims;	explains the suitability of decision-making impacting factors and stages in SPA services;
	use of appropriate communication approaches in risk situations such as emotional or distressing situations, and conflict	classifies the appropriate communication approach in risk situations	identifies appropriate communication approaches in risk situations according to instructions	estimates independently the risk situation and applies the correct communication approach
6. Is able to apply simple customer care principles	demonstration of a basic understanding of customer care principles	defines basic client care principles;	explains basic client care principles;	distinguishes the differences on basic client care principles;
	solving routine problems, applying customer care	names which client care principles can	matches specific client care principles to	applies the appropriate client care

	principles in an effective way	solve routine problems;	solve routine problems;	principles to solve routine problems;
	applying simple rules for the satisfaction of visitors and customers	lists simple rules of satisfaction of clients	applies simple rules for the satisfaction of visitors and clients	adapts the simple rules according to the needs of visitors and clients
7. Is able to evaluate customer service to internal customers by providing and continuously improving services to these customers	assessment of established procedures for efficient internal customer services	names established procedures for internal client services;	selects internal client services according to the needs of the company;	assesses the procedures followed for internal client services;
	explanation of the reason why customer service must meet, or exceed, internal customer expectations as a means of developing positive working relationships	identifies internal client expectations	compares internal client expectations and basic client services	explains the significance of internal client services in efficient co-working