

## SAMPLE STUDENT ANSWER

### UNIT 4 - COMMUNICATION AND CLIENT CARE IN THE HAIR AND BEAUTY SECTOR





## Diploma in Hair & Beauty Studies

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## HAB2U4 – Candidate Answer

Please note: every effort has been made to respect the right to anonymity of the source of this coursework and of those who have contributed to it, without compromising the work or invalidating it for the purpose to which it is to be put. Some personal details of contributors may therefore remain. We ask the reader to respect their right to privacy.

2009-10

## TASK 1

### Consultation for hairdressing

Client name: *Mrs Oakes*

Male/female

Client address: *See client code: 026*

Phone number: *09876 345213*

Hair type: Straight/wavy/curly

Scalp type: Dry/greasy/normal

Hair length: above/below shoulders

Face shape: *round*

Hair condition: *dry at ends*

Service	Products/techniques and tools used	Results	Stylist	Advice given
<i>Blow dry</i>	<i>Mousse Finishing spray Large radial brush.</i>	<i>Volume and curls created on naturally curly hair.</i>	<i>Alice</i>	<i>To come to the salon for regular conditioning treatments and a trim next week. To buy curl activator from retail stand at reception.</i>

## Evaluation of this consultation:

I felt that I performed well in this consultation. My client and I got on very well and I got good feedback from my teacher. I designed this form so that it would make the consultation easier as it gives me clear questions to answer. Using the answers to the questions I am then able to give the right advice to the client. A consultation in hairdressing has to be quite involved if you are going to do a chemical treatment so this form would have to be changed slightly for chemicals. It would maybe say something about the tests that I did beforehand like skin test and incompatibility test. If I was to design another consultation form I would make sure that I had a bit for health & safety, like if I used PPE or if the client had any allergies.

Next time I meet Mrs Oakes I will make sure that I refer to something that we talked about today so that I can build on my relationship with her.

## Consultation for Spa Treatments

Client name: *Mr Harrison*

Male/female

Client address: *See client code: #45*

Phone number: *017888 333465*

Contra-indications: allergies/pregnancy/bruising/varicose veins/sun-burn/infections/skin inflammation/cuts and abrasions/obesity.

Contra-actions: change of product/tools/equipment/service.

Medical history: Diabetes/blood pressure (high/low)/recent surgery/injuries.

Lifestyle: *sporty, busy*

Service	Products/techniques and tools used	Results	Therapist	Advice given
<i>Aromatherapy back massage</i>	<i>Carrier oil/ginger (3 drops)/black pepper (2)/peppermint (5) and eucalyptus (5).</i>	<i>Good – the client reported that his sore muscles after sport felt more relaxed and muscle stiffness had gone</i>	<i>Alice</i>	<i>Continue the treatment regularly and return to the salon if any reactions occur.</i>

## Evaluation of this consultation:

*I felt that I did well during this consultation. My client was a man in his late thirties and I thought he was similar to my dad so I could relate well to him. My teacher said that I did really well and gave him good advice. We have been taught that spa treatments are often like beauty treatments and the type of consultations are similar. You have to find out lots of medical things and understand their lifestyle and well being before you are able to recommend treatments for them. I felt that I covered the health and safety aspect quite well as I made sure that my consultation included things like contra-indications*

*Next time I meet Mr Harrison I will make sure that I refer to something that we talked about today so that I can build on my relationship with him.*

This document is to be taken by the client as a record of advice given after the service.

Post service consultation

Client name: *Miss Garvey*

Client address: *See client code: G17*

Phone number: *017996 889000*

Advice given to client: *after receiving a relaxer chemical treatment it is advised that the client returns to the salon within 5 days to check the hair and scalp for any signs of reaction or sensitivity.*

*Miss Oakes has been advised not to shampoo her hair for 3 days from today and to apply oil to the scalp regularly. Do not put the hair under any undue stress by over brushing or pulling into plaits/braids or pony tails.*

Evaluation of the consultation:

*I felt that the client was happy with the advice that I gave her and we had a good chat about what she should do. It was very informal as she was quite young and very friendly. My teacher said that I came across very well and she was pleased with how I was not 'over friendly' because that can sometimes be rude.*

*Next time I think I would ask her a bit more about herself so that I can understand her more. This way I can make sure that when I advise her she is getting the best advice.*

## Evaluation of the importance of consultations:

*It is important to do a good consultation both before and after the service so that you can build a good relationship with the clients. If they trust you they are probably going to buy more products off you and have more treatments so this is good for the business. My teacher told me that she would employ me in her salon as she thought I'd be good for her sales. It is also really important that you consult with clients so that you know that the treatment you are about to give is going to be safe for them. You don't want to use something that they are allergic to.*

*The differences in the way that hair and beauty businesses do their consultations are that hairdressers don't go into a lot of depth and ask about medical things but they might do more tests before the service. They do things like porosity and elasticity tests on the hair. Sometimes beauty and spa therapist have to understand how a client feels and if they have any psychological problems because some of the treatments that they do can have an effect on their well-being. A client's lifestyle has to be considered in both hair and beauty but for hair it's more about whether the service will suit their life – if they're busy or not. And with beauty it's more about whether they are healthy and do sports and stuff.*

## Task 2

(18 marks) – covering Outcomes 1 and 2

Produce and complete an appraisal document to show your understanding of the importance of communication and the role of communication in providing effective customer care. The document should show your understanding of the following:

- The range of communication skills used in the hair and beauty sector and how these methods are used to best effect with different people and across all six hair and beauty industries, paying particular attention to promoting a safe and effective working environment.
- The importance of communication skills and personal presentation and appearance when building a successful career.
- The importance of consultation when building relationships and increasing sales.
- The need for effective customer service in business.

The document should also show an evaluation of your own performance when carrying out Task 1 and should include reference to the feedback your teacher gave you and suggestions for future improvements.

Name: Alice Cole  
Class: Diploma H2

### Appraisal Document

The importance of communication for a safe and effective working environment: *it is important to communicate well to be sure that the place you are working in is safe. There are all sorts of things that could go wrong if you did not communicate. Things like making mistakes on clients if you did not listen to them or use their record cards. If you didn't follow either the manufacturer's instructions or like maybe your boss has told you to do something and you don't, this could get you into trouble. It is important to follow health and safety procedures like the fire procedure and the first aid procedure because you could put yourself or the clients in danger.*

The role of communication in providing effective customer care: *the customers can not be kept happy if you do not communicate with them. You have to be polite and friendly in this industry to do well.*

The range of communication skills and how these are used in the hair and beauty sector: *we communicate in lots of different ways when we deal with clients. We speak to them, we use non-verbal communication and we might use pictures when we advertise. There are some differences in the types of communication in the six industries. Barbers don't do a lot of consultation and beauty, hair and nails do. Men would not like to be asked loads of questions before they could get their hair cut but it's something you have to do if you want a chemical treatment or a massage. Sometimes a consultation will have to be done before*

*the client arrives for the treatment (like when they have a skin test) or it might be when they've finished (like when they need some advice)*

The importance of communication skills and personal presentation when building a successful career: *the hair and beauty sector is built on image and everyone working in it has to look good, otherwise they are not showing that they are interested in it and it could look like they don't care. You have to wear certain clothes like an overall in white if you're a beauty or spa therapist and you're not allowed to wear jewellery. You have to make sure that everyone can understand you so sometimes you might have to speak up or slow down a bit. If you don't do these things you won't get promoted and you'll stay on rubbish money. Managers get good pay and you'll never be a manager if you don't present yourself well and be polite.*

The importance of consultation when building relationships and increasing sales: *You have to be polite and friendly when you talk to clients otherwise they might not come back. The clients want to feel like you care about them and this will make them recommend your salon to their friends. If they trust you they will buy more products from you and you will earn more money.*

The need for effective customer service in business: *customer service is about being the best you can for your clients and giving them a really good service. Whether you work in the hair and beauty sector or any other that deals with clients, you have to make sure you treat them well because they'll go somewhere else if you don't.*

*My own evaluation:*

*I think I'd do well in this business because I did well on my consultations and my teacher said she'd give me a job in her salon. I made recommendations for improvements on my consultation sheets – see attached sheets for Task 1*

*My teacher's evaluation:*

*The consultations that you carried out were extremely good Alice. I feel that you understood the importance of communicating well and this showed in how you performed. The terminology that you used for each of the consultations was appropriate to each industry and the advice that you gave was good. I would certainly have no problem in recommending you to do customer facing work as you clearly get on well with all sorts of people. Well done Alice.*