

**Unit Title:** Developing Customer Service Skills  
**Unit Level:** Entry 1  
**Unit Credit Value:** 3  
**GLH:** 30  
**LASER Unit Code:** WJF493  
**Ofqual Unit Code:** M/504/3803

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know about the benefits of good customer service to an organisation.	1.1	Give an example of good practice in customer service.
		1.2	Give reasons why good customer service is important.
2.	Understand the possible consequences of poor customer service.	2.1	State how poor customer service can have an impact on an organisation.
3.	Understand the value of first impressions.	3.1	Give reasons why it is important to make a good, first impression.
		3.2	State a way of creating a positive first impression when dealing with a customer.
		3.3	Give an example of how to talk to a customer.

**Assessment Guidance:**

All assessment activities and decisions must be made in light of the QCF Entry Level Descriptors relevant to this unit.

**Additional Information:**

NA