

**Unit Title:** Customer Service Skills  
**Unit Level:** 1  
**Unit Credit Value:** 3  
**GLH:** 27  
**LASER Unit Code:** CAK542  
**Ofqual Unit Code:** J/600/3236

This unit has 6 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand the principles of customer service.	1.1	Outline the principles of customer service.
2.	Understand the benefits to an organisation of good customer service.	2.1	Identify examples of good practice in customer service.
		2.2	Outline how good customer service promotes customers' confidence in the organisation.
		2.3	Outline why good customer service is important for an organisation.
3.	Understand the possible consequences of poor customer service.	3.1	Outline how poor customer service can impact on: (a) customers; (b) the organisation itself; (c) staff.
		3.2	Outline the effects of poor customer service on an organisation's reputation.
4.	Understand the value of first impressions.	4.1	Outline why it is important to make a good, first impression.
		4.2	Outline ways of creating a positive first impression when communicating: (a) face to face; (b) on the telephone; (c) in writing.
5.	Understand positive verbal and non-verbal interaction with customers.	5.1	Outline what is meant by non-verbal communication.
		5.2	Identify appropriate and inappropriate ways of communicating verbally with customers.
		5.3	Outline ways in which non-verbal communication can be used positively to support face-to-face communication.
6.	Understand the importance of respect for the individual in relation to good customer service.	6.1	Outline the importance of maintaining customer confidentiality.
		6.2	Outline the factors that need to be taken into account to maintain customer confidentiality.
		6.3	Outline ways of respecting individual customer needs from a range of different cultures and backgrounds.

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<b>Assessment Guidance:</b>
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NA
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<b>Additional Information:</b>
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