Unit Title: **Customer Service Skills**
Unit Level: **2**
Unit Credit Value: **3**
GLH: **24**
LASER Unit Code: **CAK543**
Ofqual Unit Code: **M/600/3246**

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	Describe the principles of customer service.
2.	Understand the benefits of good customer service.	2.1	Describe examples of good practice in customer service.
		2.2	Describe how good customer service promotes customers' confidence in the organisation.
		2.3	Describe why good customer service is important for an organisation.
3.	Understand the possible consequences of poor customer service.	3.1	Describe how poor customer service can impact on: (a) customers; (b) the organisation itself; (c) staff.
		3.2	Describe the effects of poor customer service on an organisation's reputation.
4.	Understand the value of first impressions.	4.1	Describe why it is important to make a good, first impression.
		4.2	Comment on ways of creating a positive first impression when communicating, for example face-to-face, in writing, etc.
5.	Understand positive verbal and non-verbal interaction with customers.	5.1	Describe with examples what is meant by non-verbal communication.
		5.2	Describe appropriate and inappropriate ways of communicating verbally with customers.
		5.3	Describe 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	Describe the importance of maintaining customer confidentiality.
		6.2	Describe the factors that need to be taken into account to maintain customer confidentiality.
		6.3	Describe ways of respecting individual customer needs from a diversity of cultures and backgrounds.

Assessment Guidance:
NA

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Additional Information:
NA