

Unit Title: Understanding Your Customers
Unit Level: 2
Unit Credit Value: 1
GLH: 6
LASER Unit Code: WJB084
Ofqual Unit Code: A/502/3540

This unit has 2 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand customer needs within the context of a specific work environment.	1.1	Describe what is meant by a customer in this context including: a. Internal b. External customers.
		1.2	Identify who the customers are within this context.
		1.3	Describe the customers' specific needs within this context.
2.	Be able to show appropriate customer care.	2.1	Describe what the customer expectations might be within a specific work context.
		2.2	Demonstrate the ability to meet these expectations in a work or simulated work place setting.

Assessment Guidance:
NA

Additional Information:
NA