

**Unit Title:** Understanding Your Customers  
**Unit Level:** 1  
**Unit Credit Value:** 1  
**GLH:** 6  
**LASER Unit Code:** WJB110  
**Ofqual Unit Code:** J/502/3590

This unit has 2 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Be able to identify customer needs.	1.1	Identify own needs as a customer.
		1.2	Give 3 examples of customer needs within a straightforward context.
2.	Understand and demonstrate appropriate customer care.	2.1	Give 3 examples of appropriate customer care.
		2.2	Use appropriate customer care within a familiar setting based on identified customer needs.

<b>Assessment Guidance:</b>
NA

<b>Additional Information:</b>
NA