

**Unit Title:** **Effective Relationships With Customers And Colleagues**  
**Unit Level:** **Entry 3**  
**Unit Credit Value:** **2**  
**GLH:** **20**  
**LASER Unit Code:** **WJC249**  
**Ofqual Unit Code:** **A/506/0541**

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know how to relate effectively to customers.	1.1	Identify methods of communication when dealing with customers.
		1.2	Identify language to avoid because customers may consider it to be offensive.
		1.3	Identify language to avoid because customers may consider it too familiar.
2.	Know how to relate effectively to colleagues in a customer service team.	2.1	State why friendliness and helpfulness are useful in customer service teamwork.
		2.2	State how to help colleagues when doing routine customer service tasks.
		2.3	State what help could be reasonably expected from colleagues when carrying out routine customer service tasks.
		2.4	State what help colleagues could reasonably expect to be given when carrying out routine customer service tasks.
3.	Know the importance of positive body language when dealing with customers and colleagues.	3.1	State what is meant by positive body language.
		3.2	State the importance of avoiding negative body language.
		3.3	State why it is important to use eye contact and a smile when talking to customers and colleagues.
		3.4	State why it is important to use and react to body language when dealing with customers and colleagues.

**Assessment Guidance:**

NA

**Additional Information:**

NA