

Unit Title: Communicating Effectively With Customers
Unit Level: Entry 3
Unit Credit Value: 2
GLH: 20
LASER Unit Code: WJC353
Ofqual Unit Code: F/506/0539

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know the importance of speaking clearly to customers.	1.1	State why it is important to speak clearly to customers.
		1.2	State how to speak clearly to customers about services or products.
		1.3	State the information to include when answering questions from customers about services or products.
2.	Know the importance of listening actively to customers.	2.1	State how to give customers their full attention when listening to them.
		2.2	State why it is important to listen to customers.
3.	Know the importance of using information from customers to contribute to good customer service.	3.1	State how to confirm with customers that details are correct.
		3.2	State the importance of reacting quickly to what they have heard from customers.
		3.3	State the types of information they might hear from customers that should be passed to colleagues.

Assessment Guidance:

NA

Additional Information:

NA