

**Unit Title:** Handling Telephone Calls From Customers  
**Unit Level:** Entry 3  
**Unit Credit Value:** 2  
**GLH:** 18  
**LASER Unit Code:** WJC457  
**Ofqual Unit Code:** J/506/0543

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know how to greet customers calling on the telephone.	1.1	State the importance of answering the telephone promptly.
		1.2	Identify appropriate and friendly greetings to use when answering customer telephone calls.
2.	Know how to deal with customers calling on the telephone.	2.1	State the importance of identifying the customer's needs.
		2.2	State how to confirm customer needs.
		2.3	State how to pass on calls from customers to appropriate colleagues when customer needs are outside their own authority.
		2.4	State the importance of closing the call, thanking customers for their business or for information given.
3.	Know how to deal with communication problems whilst on the telephone.	3.1	State the types of communication problems that may occur.
		3.2	State how to focus on the call and avoid distractions.

**Assessment Guidance:**

NA

**Additional Information:**

NA