

Unit Title: Customer Service
Unit Level: Entry 3
Unit Credit Value: 3
GLH: 30
LASER Unit Code: WJC634
Ofqual Unit Code: M/506/0746

This unit has 6 learning outcomes.

| LEARNING OUTCOMES | | ASSESSMENT CRITERIA | |
|-------------------|--|---------------------|---|
| The learner will: | | The learner can: | |
| 1. | Understand the benefits to the organisation of good customer service. | 1.1 | Give three examples of good practice in customer service. |
| | | 1.2 | List three reasons why good customer service is important for an organisation. |
| 2. | Understand the possible consequences of poor customer service. | 2.1 | Give an example for each of how poor customer service can affect: a) customers b) the organisation c) staff. |
| 3. | Understand the value of first impressions. | 3.1 | State why it is important to make a good first impression. |
| | | 3.2 | Give two examples for each of how to make a good impression: a) face to face b) on the telephone. |
| 4. | Understand positive verbal and non-verbal interaction with customers. | 4.1 | Demonstrate appropriate ways of communicating with customers verbally. |
| | | 4.2 | Give three examples of non-verbal communication. |
| | | 4.3 | Show how non-verbal communication can be used positively in a face-to-face situation. |
| 5. | Understand that respect for the individual is at the heart of good customer service. | 5.1 | State why it is important to maintain customer confidentiality. |
| | | 5.2 | State why it is important to respect the needs of customers from different cultures and backgrounds. |
| 6. | Understand his/her role in dealing with complaints from customers. | 6.1 | State how to report a complaint made by a customer. |

Assessment Guidance:

NA

Additional Information:

NA