

**Unit Title:** Customer Service  
**Unit Level:** Level 1  
**Unit Credit Value:** 3  
**GLH:** 27  
**LASER Unit Code:** WJC739  
**Ofqual Unit Code:** T/506/0747

This unit has 6 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand the benefits to an organisation of good customer service.	1.1	Outline reasons why good customer service is important for an organisation.
		1.2	Identify examples of good practice in customer service.
2.	Know about the possible consequences of poor customer service.	2.1	Outline how poor customer service can impact on: (a) the organisation (b) customers (c) staff.
3.	Know about the value of giving customers a positive first impression of an organisation.	3.1	Outline why it is important to make a positive first impression on customers.
		3.2	Give examples of how to create a positive first impression when communicating with customers: (a) face to face (b) on the telephone (c) in writing (d) online.
4.	Know about verbal and non-verbal interaction with customers.	4.1	Identify appropriate and inappropriate ways of communicating verbally with customers.
		4.2	Give examples of types of non-verbal communication.
5.	Know how to respect customer needs.	5.1	Outline why it is important to maintain customer confidentiality.
		5.2	Outline ways in which individual customer needs can be respected.
6.	Know how to deal with customer complaints.	6.1	List types of complaints commonly made by customers.
		6.2	Identify appropriate people to be informed in response to a customer complaint.
		6.3	Identify the details of a customer's complaint that need to be recorded.
		6.4	Give examples of positive ways of dealing with customer complaints.

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<b>Assessment Guidance:</b>
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<i>LO1 A minimum of three examples is required.</i> <i>AC 3.2. A minimum of two examples of each is required.</i> <i>AC 6.1. A minimum of two types is required.</i> <i>AC 6.4. A minimum of two examples is required.</i>
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<b>Additional Information:</b>
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