

Unit Title: Developing Customer Service Skills
Unit Level: Entry 3
Unit Credit Value: 3
GLH: 30
LASER Unit Code: CAL492
Ofqual Unit Code: M/602/2198

This unit has 5 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know about the benefits to an organisation of good customer service.	1.1	List three examples of good practice in customer service.
		1.2	Give three reasons why good customer service is important for an organisation.
2.	Understand the possible consequences of poor customer service.	2.1	State how poor customer service can impact on: (a) customers (b) the organisation itself (c) staff.
3.	Understand the value of first impressions.	3.1	Give two reasons why it is important to make a good, first impression.
		3.2	State one way of creating a positive first impression when communicating: (a) face-to-face (b) on the telephone (c) in writing.
4.	Know about positive verbal and non-verbal interaction with customers.	4.1	Give an example of non-verbal communication.
		4.2	Name one appropriate and one inappropriate way of communicating verbally with customers.
		4.3	State one way in which non-verbal communication can be used positively to support face-to-face communication.
5.	Recognise the importance of respect for the individual in relation to good customer service.	5.1	Give one reason for maintaining customer confidentiality.
		5.2	Name one way to maintain customer confidentiality.

Assessment Guidance:

NA

Additional Information:

NA
