Unit Title: **Customer Service**
Unit Level: **Level 2**
Unit Credit Value: **3**
GLH: **24**
LASER Unit Code: **WJE825**
Ofqual Unit Code: **J/507/1459**

This unit has 6 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		**The learner can:**	
1.	Understand the benefits of good customer service to an organisation.	1.1	Describe how good customer service promotes customers' confidence in an organisation.
		1.2	Explain why good customer service is important for an organisation.
2.	Understand the possible consequences of poor customer service.	2.1	Describe how poor customer service can impact upon organisational efficiency and staff morale.
		2.2	Describe the effects of poor customer service on an organisation's reputation.
3.	Understand the value of giving customers a positive first impression of an organisation.	3.1	Explain why it is important to make a good first impression on a customer.
		3.2	Give examples of ways to create a positive first impression when communicating with customers: a) face to face b) on the telephone c) in writing.
4.	Understand positive verbal and non-verbal interaction with customers.	4.1	Describe ways of communicating verbally with customers to include: a) appropriate communication b) inappropriate communication.
		4.2	Describe non-verbal communication.
		4.3	Describe how non-verbal communication can be used to support face-to-face interactions with customers.
5.	Understand that respect for the individual is at the heart of good customer service.	5.1	Describe why it is important to maintain customer respect and confidentiality.
		5.2	Describe ways of respecting individual customer needs.
6.	Understand how to deal with customer complaints.	6.1	Describe what is meant by 'best practice' in dealing with customer complaints.
		6.2	Describe the process to follow when dealing with customer complaints.
		6.3	Outline the information that needs to be included in a report of a customer complaint incident.

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Assessment Guidance:
NA

Additional Information:
NA