Unit Title:	**Understanding Customer Service In The Retail Sector**
Unit Level:	**Level 1**
Unit Credit Value:	**3**
GLH:	**27**
LASER Unit Code:	**WJC764**
Ofqual Unit Code:	**T/506/1042**

This unit has 5 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		**The learner can:**	
1.	Understand the importance of customer service to a retail business.	1.1	State what is meant by customer service in a retail business.
		1.2	Outline how customer service contributes to the success of a retail business.
2.	Understand what gives customers a positive initial impression of a retail business and its staff.	2.1	Outline the factors which contribute to a customer's initial impression of a retail business.
		2.2	Outline how the staff of a retail business can help to give customers a positive initial impression.
3.	Understand how customer service is adapted to meet the needs of individual customers.	3.1	List the types of service which customers may need, including help with gaining access to products, facilities and information.
		3.2	List the main ways of meeting customers' needs for service, including ways of giving customers access to products, facilities and information.
4.	Understand the importance of communication to the delivery of customer service.	4.1	Outline how written communication can contribute to the effectiveness of customer service.
		4.2	Outline how spoken communication and body language can contribute to the effectiveness of customer service.
		4.3	State how different types of questions can be used to find out what customers need.
		4.4	State why it is important to listen to customers.
5.	Understand a variety of customer complaints and problems.	5.1	List the main types of customer complaints and problems.
		5.2	Identify solutions to typical customer complaints and problems.
		5.3	Outline the ways in which the law protects the rights of consumers.

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Assessment Guidance:
NA

Additional Information:
NA