

Unit Title: Understanding Customer Service
Unit Level: Level 1
Unit Credit Value: 3
GLH: 27
LASER Unit Code: WJC288
Ofqual Unit Code: A/506/1043

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.	Understand the possible consequences of poor customer service.	2.1	Outline how poor customer service can impact on the organisation, customers and staff.
3.	Understand the value of first impressions.	3.1	Outline why it is important to make a good first impression.
		3.2	Give examples of how to create a positive first impression when communicating: a) face to face b) on the telephone c) in writing (including by email).
4.	Understand positive verbal and non-verbal interaction with customers.	4.1	Identify appropriate and inappropriate ways of communicating verbally with customers in commonly met situations.
		4.2	Give examples of types of non-verbal communication.
5.	Understand that respect for the individual is at the heart of good customer service.	5.1	Outline why it is important to maintain customer confidentiality.
		5.2	Indicate ways in which s/he can respect individual customer needs from diverse cultures and backgrounds.
6.	Understand own role in dealing with complaints from customers.	6.1	List the types of complaints that are commonly made by customers.
		6.2	Identify appropriate people that need to be informed in response to a complaint made by a customer.
		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 complaints made by customers.

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Assessment Guidance:

NA

Additional Information:

NA
