

**Unit Title:** Developing Customer Service Skills  
**Unit Level:** Entry 2  
**Unit Credit Value:** 3  
**GLH:** 30  
**LASER Unit Code:** WJB319  
**Ofqual Unit Code:** A/504/3822

This unit has 4 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	Give examples of good practice in customer service.
		1.2	Give 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 have an impact.
3.	Understand the value of first impressions.	3.1	Give reasons why it is important to make a good, first impression.
		3.2	State a way of creating a positive first impression when dealing with a customer.
4.	Know about positive verbal and non-verbal interaction with customers.	4.1	Give an example of non-verbal communication.
		4.2	Give an example of how to talk to a customer.
		4.3	Give an example of a way in which non-verbal communication can be used to support good face-to-face communication.

**Assessment Guidance:**

All assessment activities and decisions must be made in light of the QCF Entry Level Descriptors relevant to this unit.

**Additional Information:**

NA