

Unit Title: Promoting Customer Service In Active Leisure
Unit Level: Level 3
Unit Credit Value: 3
GLH: 18
LASER Unit Code: WJE876
Ofqual Unit Code: F/507/1573

This unit has 4 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Understand customer service in active leisure.	1.1	Explain the contribution that customer service makes to business success in active leisure.
		1.2	Summarise the types of customers that active leisure organisations have and their expectations for customer service.
		1.3	Explain how active leisure organisations establish and maintain customer service standards.
		1.4	Explain the importance of good team work in delivering customer service in an active leisure environment.
		1.5	Explain how to promote customer service to other active leisure staff.
		1.6	Explain the importance of active leisure staff building strong relationships with customers.
2.	Understand how to respond to customer problems in active leisure.	2.1	Summarise the problems that customers may experience in an active leisure environment.
		2.2	Outline appropriate responses to problems that customers may experience in an active leisure environment.
		2.3	Explain the importance of responsiveness, empathy and good communications when dealing with customer problems.
		2.4	Explain why active leisure organisations have complaints procedures.
		2.5	Describe different approaches to complaints handling in active leisure organisations.
3.	Understand the role of monitoring and evaluation in relation to customer service.	3.1	Explain the purpose and value of monitoring customer satisfaction.
		3.2	Describe different indicators and methods of monitoring customer satisfaction.

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		3.3	Explain how organisations can evaluate and make use of data on customer satisfaction.
4.	Be able to show how an active leisure organisation can deliver and improve customer service.	4.1	Research an active leisure organisation's customer expectations in relation to customer service.
		4.2	Draft customer service standards for an aspect of an active leisure organisation's operations.
		4.3	Draft customer service procedures for an aspect of an active leisure organisation's operations.
		4.4	Design a complaints procedure for an active leisure organisation.
		4.5	Research and evaluate customer satisfaction in relation to an aspect of an active leisure organisation's operations.
		4.6	Propose ways to improve customer satisfaction in an aspect of an active leisure organisation's operations.

Assessment Guidance:
NA

Additional Information:
NA