

Open Awards Qualification Unit



Form OAQU

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1 Unit Details

Unit Title:	Building Working Relationships with Customers
QAC Code:	F/501/6413
Level:	Level 2
Credit Value:	2
Minimum GLH:	20

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand how a customer's or client's interactions with employees influence their opinion of the organisation as a whole.	1.1 Explain how an employee's self-presentation can affect a customer's opinion of the individual and their organisation.
	1.2 Explain why keeping customers satisfied is important to organisations.
2. Understand why organisations normally have protocols for dealing with customers.	2.1 Describe the key areas likely to be contained in a customer service protocol.
	2.2 Explain why it is important for employees to follow customer service protocols.
3. Interact positively with customers in line with given protocols.	3.1 Follow an organisation's protocols to provide answers to commonly occurring customer queries or meet commonly occurring customer requests.
	3.2 Communicate appropriately with customers.
	3.3 Explain the procedures within an organisation for dealing with customer problems and complaints.
	3.4 Describe when it would be necessary to involve colleagues in assisting the customer.