Open Awards
Qualification Unit

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1 Unit Details

Unit Title:	Customer Service
QAC Code:	F/504/8729
Level:	Level 2
Credit Value:	3
Minimum GLH:	24

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the benefits to an organisation of good customer service	1.1 Describe how good customer service promotes customers' confidence in an organisation
	1.2 Explain why good customer service is important for an organisation
2. Understand the possible consequences of poor customer service	2.1 Describe how poor customer service can impact upon organisational efficiency and staff morale
	2.2 Explain the effects of poor customer service on an organisation's reputation
3. Understand the value of giving customers a positive first impression of an organisation	3.1 Explain why it is important to make a good first impression on a customer
	3.2 Comment on ways of creating a positive first impression when communicating with customers: (a) face to face (b) on the telephone (c) in writing
4. Understand positive verbal and non-verbal interaction with customers	4.1 Describe appropriate and inappropriate ways of communicating verbally with customers
	4.2 Describe what is meant by non-verbal communication

		4.3	Illustrate ways in which non-verbal communication can be used positively to support face-to-face communication with customers
5.	Understand that respect for the individual is at the heart of good customer service	5.1	Explain why it is important to maintain customer respect and confidentiality
		5.2	Describe ways of respecting individual customer needs
6.	Understand how to deal with customer complaints	6.1	Explain what is meant by 'best practice' in dealing with customer complaints
		6.2	Explain how to deal with a specific complaint
		6.3	Explain what needs to be included in a report on an incident of a customer complaint
		6.4	Describe the procedure for taking action on the report