

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Customer Service
Unit Reference Number:	K/615/6403
Level:	Entry 3
Credit Value:	2
Minimum GLH:	18

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand why good customer service is important	1.1 State how poor customer service can impact on: a) customers b) the organisation itself
2. Understand customer needs and how an organisation tries to meet them	2.1 State what products/services customers want from an organisation
	2.2 State how the organisation provides products/services in ways that meet customer needs
3. Know ways to provide good customer service	3.1 List ways to make a good first impression
	3.2 Give examples of how they give good customer service
4. Be able to provide good customer service	4.1 Demonstrate using appropriate verbal and non-verbal communication skills to greet customers
	4.2 Demonstrate behaviours that meet the customer service standards of the organisation when carrying out own role