

Open Awards Qualification Unit



This unit forms part of a regulated qualification.

1 Unit Details

Unit Title:	Looking after Customers in a Retail Environment
Unit Reference Number:	T/615/6291
Level:	Entry 3
Credit Value:	3
Minimum GLH:	30

2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Know how to project a positive impression of self/company to customers	1.1 State why the following are important in giving a positive impression: a) personal appearance b) following dress code
	1.2 State how to greet customers in a positive way
2. Be able to communicate with customers	2.1 Communicate with customers using: a) clear language b) clear tone c) good manners d) friendly body language
3. Know how to deal with customer enquiries	3.1 Identify different types of customer enquiries common to a retailer
	3.2 Respond politely to simple enquiries