

Qualification Unit

This unit forms part of a regulated qualification.

Unit Title: Customer Service

Unit Reference Number: K/615/6403

Level: Entry Level Three (3)

Credit Value: Two (2)

Minimum Guided Learning Hours: 18

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 nonverbal communication skills to greet customers
	4.2 Demonstrate behaviours that meet the customer service standards of the organisation when carrying out own role