

Qualification Unit

This unit forms part of a regulated qualification.

Unit Title: Understanding Customer Service in the Retail Sector

Unit Reference Number: F/615/6293

Level: One (1)

Credit Value: Two (2)

Minimum Guided Learning Hours: 17

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the importance of customer service to a retail business	1.1 State what is meant by customer service in a retail business
	1.2 Outline how customer service contributes to the success of a retail business
2. Understand what gives customers a positive initial impression of a retail business and its staff.	2.1 Outline the factors which contribute to a customer's initial impression of a retail business
	2.2 Outline how the staff of a retail business can help to give customers a positive initial impression
	2.3 List the types of service which customers may need, including help with gaining access to products, facilities and information
3. Understand how customer services is adapted to meet the needs of individual customers	3.1 List the main ways of meeting customers' needs for service, including ways of giving customers access to products, facilities and information
	3.2 Outline how written communication can contribute to the effectiveness of customer service
4. Understand the importance of communication to the delivery of customer service	4.1 Outline how spoken communication and body language can contribute to the effectiveness of customer service
	4.2 State how different types of questions can be used to find out what customers need

5. Understand a variety of customer complaints and problems	5.1 State why it is important to listen to customers
	5.2 List the main types of customer complaints and problems
	5.3 State what is meant by customer service in a retail business