# Open Awards Qualification Unit

This unit forms part of a regulated qualification. Click here to view qualifications.

## 1 Unit Details

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| Unit Title: | Understanding Customer Service in the Retail Sector |
| Unit Reference Number: | Y/615/9460 |
| Level: | Level 2 |
| Credit Value: | 3 |
| Minimum GLH: | 22 |

## 2 Learning Outcomes and Criteria

| Learning Outcome (The Learner will): | Assessment Criterion (The Learner can): |
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| 1. Understand the effect of customer service on retail business | 1.1 Describe the key features of excellent customer service |
| | 1.2 Describe how excellent customer service affects a retail business |
| | 1.3 Describe the key features if unsatisfactory customer service |
| | 1.4 Describe how unsatisfactory customer service affects a retail business |
| | 1.5 Describe the main methods used by retail businesses to maintain and increase customer loyalty. |
| 2. Understand how retail businesses find out about customers' needs and preferences | 2.1 Describe methods of approaching customers on the sales floor and the questioning and listening techniques for finding out what customers are looking for |
| | 2.2 Describe how customer feedback is collected and used to improve customer service |
| 3. Understand the importance to a retail business of customer service standards, policies and procedures | 3.1 Explain the difference between customer service standards, customer service policies and customer service procedures |
| | 3.2 Describe the benefits to the customer of customer |

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| | | service standards, policies and procedures |
| | 3.3 | Describe the benefits of retail businesses of customer service standards, policies and procedures |
| 4. Understand how customer complaints and problems are resolved in a retail business | 4.1 | Describe the main types of customer complaints and problems |
| | 4.2 | Describe techniques for listening to customers expressing concerns about a product or service, and for reassuring customers that their concerns have been heard and understood |
| | 4.3 | Describe the key stage in resolving complaints to the customers' satisfaction |

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