

Open Awards Qualification Unit



This unit forms part of a regulated qualification. Click [here](#) to view qualifications.

1 Unit Details

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):
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

	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