

# Open Awards Qualification Unit



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

## 1 Unit Details

Unit Title:	Deal with Customer Queries and Complaints in a Retail Environment
Unit Reference Number:	H/615/9803
Level:	Level 2
Credit Value:	4
Minimum GLH:	24

## 2 Learning Outcomes and Criteria

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand the importance of resolving customer complaints	1.1 Explain how resolving customer queries can increase customer loyalty and confidence
	1.2 Explain how resolving customer queries and complaints can could increase customer loyalty and confidence
2. Understand how to manage angry customers when dealing with customer queries and complaints in a retail environment	2.1 Explain how to manage angry customers when dealing with customer queries and complaints
3. Be able to deal with customer queries in a retail environment	3.1 Acknowledge customer requests for information and advice politely
	3.2 Ask questions as needed to discover customer needs for information and advice
	3.3 Provide information and advice to customers that is: <ul style="list-style-type: none"> <li>a) relevant to their query</li> <li>b) accurate</li> <li>c) up to date</li> </ul>
	3.4 Ensure that information/ advice provided has met customers' needs
	3.5 Provide alternative solutions to help customers when information and advice given is not satisfactory

	3.6	Refer requests for information or advice to the designated person when helping the customer is not within own authority
4. Be able to deal with customer complaints in a retail environment	4.1	Confirm the nature of the complaint with the customer
	4.2	Apologise to the customer when the organisation is, or appears to be, responsible for the situation that has caused the customer to complain
	4.3	Take action to resolve complaints in line with: <ul style="list-style-type: none"> <li>a) legal requirements</li> <li>b) organisational policy</li> </ul>
	4.4	Refer complaints that are not within own authority to resolve, ensuring that: <ul style="list-style-type: none"> <li>a) the complaint is referred in line with organisational procedures</li> <li>b) the organisation's referral procedure is explained to the customer</li> </ul>
	4.5	Provide the opportunity for customers to ask questions about the organisation's referral procedure