

Unit Title: Customer Service	
Level:	One
Credit Value:	3
GLH:	27
OCNLR Unit Code:	HC4/1/LQ/041
Ofqual Unit Reference Number:	T/504/8727

This unit has 6 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the benefits to an organisation of good customer service.	1.1. Outline reasons why good customer service is important for an organisation. 1.2. Identify examples of good practice in customer service.
2. Know about the possible consequences of poor customer service.	2.1. Outline how poor customer service can impact on <ul style="list-style-type: none"> • the organisation, • customers, • staff.
3. Know about the value of giving customers a positive first impression of an organisation.	3.1. Outline why it is important to make a positive first impression on customers. 3.2. Give examples of how to create a positive first impression when communicating with customers: <ul style="list-style-type: none"> • face to face, • on the telephone, • in writing.
4. Know about verbal and non-verbal interaction with customers.	4.1. Identify appropriate and inappropriate ways of communicating verbally with customers. 4.2. Give examples of types of non-verbal communication.
5. Know how to respect customer needs.	5.1. Outline why it is important to maintain customer confidentiality. 5.2. Outline ways in which they can respect individual customer needs.

6. Know how to deal with customer complaints.

- 6.1. List the types of complaints that are commonly made by customers.
- 6.2. Identify appropriate people that need to be informed in response to a complaint made by a customer.
- 6.3. Identify the details of a customer's complaint that need to be recorded.
- 6.4. Give examples of positive ways of dealing with complaints made by customers.

Assessment

The grid below gives details of the assessment activities to be used with the unit attached.
Please refer to the OCN London Assessment Definitions document for definitions of each activity and the expectations for assessment practice and evidence for verification.

P = Prescribed This assessment method *must* be used to assess all or part of the unit.

O = Optional This assessment method *could* be used to assess all or part of the unit.

Case Study		Project	
Written question & answer/test/exam		Role play/simulation	O
Essay		Practical demonstration	
Report		Group discussion	O
Oral question and answer	O	Performance/exhibition	
Written description	O	Production of artefact	