Title:	Customer Service Skills
Level:	2
Credit value:	2
GLH:	16
Unique Reference Number:	J/505/4628
Sector Subject Area:	14.1 Foundations for Learning and Life
Aim:	The aim of this unit is to provide learners with the skills and knowledge of customer service skills.
Assessment Type:	Assessment of this unit will be through the completion of internally set and internally assessed evidence.
Assessment Guidance:	Assessment should be based on a range of suitable evidence such as written assignments, reflective accounts, professional discussions, or oral questioning.

Learning outcomes
The learner will:

1. Understand the meaning of good and poor customer service.

Delivery content:

The aim of this learning outcome is to provide learners with the knowledge to understand the meaning of good and poor customer service.

The learner must understand:

1.1. Describe the importance of good customer service for an organisation.

1.2. Describe the **possible consequences of poor customer service** for an organisation.

1.3. Identify **ways in which the law protects customers**.

2. Understand the importance of first impressions.

Delivery content:

The aim of this learning outcome is to provide learners with the knowledge to understand the importance of first impressions.

The learner must:

2.1. Describe the **qualities and behaviours needed to make a good first impression** on customers. 2.2. Describe how a customer service employee's behaviour can influence a customer's behaviour.
3. Know how to assist customers.
Delivery content: The aim of this learning outcome is to provide learners with the knowledge to understand how to assist customers. The learner must understand: 3.1. Describe the **importance of knowing an organisation's services in order to provide good customer service.** 3.2. Illustrate how good customer service can be provided in response to specified customer needs or expectations.
4. Know how to deal with customer problems and complaints.
Delivery content: The aim of this learning outcome is to provide learners with the knowledge to understand how to assist customers. The learner must understand: 4.1. Describe the **importance of the organisation's customer service policy** in dealing with customer issues. 4.2. Illustrate how good customer service can be provided in response to a specified customer issue.

Scope of Training The Scope of Training identifies areas that must be covered during the delivery of this unit. This is the minimum that is expected but tutors are expected to include other areas, knowledge of which will benefit their learners, based on location, types of work available and from the tutors own professional experience.

Requirements	
1.2. Describe the possible **consequences of poor customer service** for an organisation.	• Unhappy customers • Bad reviews • Loss of business • Complaints
1.3. Identify **ways in which the law protects customers**.	• Food safety laws • Health and safety regulations • Right to complain or request a refund • Data protection (UK GDPR).
2.1. Describe the **qualities and behaviours needed to make a good first impression** on customers.	• Polite and friendly • Presentation and appearance • Positive body language • Helpful and attentive (offer support, listen to the customer's needs) • Effective communication • Professional behaviour • Follow policies and procedures.
3.1. Describe the **importance of knowing an organisation's services in order to provide good customer service.**	• Accurate information • Builds customer trust • Improves customer experience • Minimises mistakes or confusion • Promotes confidence and competence.
4.1. Describe the **importance of the organisation's customer service policy** in dealing with customer issues.	• Ensures consistent service • Helps solve problems quickly • Ensures complaints are handled fairly and professionally. • Improves customer satisfaction • Reduces mistakes • Maintains a good reputation