Title:	**Dealing with Customer Queries or Requests**
Level:	E3
Credit value:	2
GLH	20
Unique Reference Number:	L/650/2333
Aim:	The aim of this unit is to provide learners with knowledge of the key features and benefits of a product or service; common questions and answers customers may have about products or services and the types of assistance customers may require.
Assessment	An NOCN assessment booklet has been produced which may be used to evidence all learning outcomes.

Learning outcomes
The learner will:

1. Know the products or services offered by an organisation.

Delivery content:

The aim of this learning outcome is to provide learners with knowledge of a key product or service that an organisation offers and its key features and benefits.

The learner must:

- identify a product or service offered by an organisation.
- state the key features and benefits of the product or service.

2. Know the questions customers ask about products or services.

Delivery content:

The aim of this learning outcome is to provide learners with knowledge about how to answer common questions that customers ask about products or services.

The learner must:

- list the common questions customers may ask about different products or services.
- state possible answers to these questions.

3. Know how to assist customers.
The aim of this learning outcome is to provide learners with knowledge of the types of assistance that customers may require and how this may be provided in a selected customer service setting. The learner must: • give examples of the types of assistance customers may require. • identify customer problems or complaints and how a customer service assistant can help to resolve these.
Scope of Training/Assessment For learning outcome 1 the tutor should ask learners to research the key features and benefits of a product or service that is familiar to them such as a mobile phone; computer game, breakfast cereal, digital television or broadband service. For learning outcome 2, learners could investigate the frequently asked questions and answers posted on an organisation's website. For stretch and challenge, they could consider whether these would really meet the information needs of customers/staff and how well they are presented on their website. For learning outcome 3, learners must list the different types of assistance that customers may require from a selected organisation, for example, what information potential students may request about college courses and when they run and give examples of how this information may be provided to the person enquiring. In addition, this activity could be combined with a short presentation by the College's application/enrolment team about applicants' problems or complaints and how they deal with them. **Assessment:** The Assessment Workbook is available from NOCN. Alternatively, centres may submit their own evidence.

Requirements	
Products.	Examples of merchandise or goods for sale may include: • mobile phones • trainers • sports wear • clothing • books • computer games • food/groceries • beauty products • wall paint • wallpaper.
Services.	Examples of services may include: • Advice given to customers during and after the sale of goods. • Broadcast services such as digital radio, television and film. • Broadband services. • Utility services – energy, water.
Features and benefits.	• A feature is a distinctive characteristic of a product. • A benefit is an advantage gained from using the product or service.
Common questions.	• List of frequently asked questions and the answers about products/services e.g. from an organisation's website.
Customer assistance.	May include answering: • Queries relating to: product or service – features/benefits/availability/location; organisation's opening and closing times. • Requests: changes to service provided; can other products or services be provided?
Customer problems or complaints	Request more information about the problem or complaint: • Customer name, home or email address, telephone number. • What happened and when it happened. • What the customer wishes to happen to resolve the problem.