

<b>Unit Title</b>	<b>Understanding Customer Service in the Retail Sector</b>
<b>Ofqual unit reference number (code)</b>	M/618/2176
<b>Unit Level</b>	Entry Level 3
<b>GLH</b>	20
<b>Unit Credit Value</b>	2

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
1. Know about the importance of customer service to a retail business.	1.1. State what is meant by customer service in a retail business.
2. Know what gives customers a positive initial impression of a retail business and its staff.	2.1. List the factors which contribute to a customer's initial impression of a retail business. 2.2. Give examples of how the staff of a retail business can help to give customers a positive initial impression.
3. Know about the main ways of meeting customers' needs for service.	3.1. List the types of service which customers may need. 3.2. List the main ways of meeting customers' needs for service.
4. Understand a variety of customer complaints and problems.	4.1. List the main types of customer complaints and problems. 4.2. Identify solutions to typical customer complaints and problems.
<b>Equivalences</b>	N/A