

Unit Title: Understanding customer service in the retail sector
Level: 3
Credit value: 2
Guided learning hours: 17
Unit expiry date: 31.10.12

Unit purpose and aim

The purpose of this unit is to provide learners with the knowledge and understanding of retail customer service. It focuses on how retail businesses meet and monitor the standards of customer service as well as negotiating with customers in order to resolve complaints.

| Learning Outcomes | Assessment Criteria | Knowledge, understanding and skills |
|---|--|--|
| 1. Understand the effect of customer service on retail business | 1.1 Explain the importance of customer loyalty to a retail business 1.2 Explain the relationship between standards of customer service and customer loyalty | 1.1 For example this may include: <ul style="list-style-type: none"> • Return to store for future purchases/ increase volume • Extend purchase types/use other areas of business • Recommendation/word of mouth • Cost efficiency (less advertisement/ marketing required) • Maintains a minimum customer base 1.2 For example, this may include: <ul style="list-style-type: none"> • Good customer service → repeat custom → customer loyalty • Good customer service → positive feedback → promotion of business • Reliability → repeat custom • Flexibility → repeat custom |

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| | | <ul style="list-style-type: none"> • Product awareness → extension of purchases • Communication (eg greetings cards) → personalising customer experience → repeat custom |
| <p>2. Understand how retail businesses ensure customer service standards are met</p> | <p>2.1 Explain how a team's work needs to be organised so as to ensure that customer service standards can be consistently met</p> <p>2.2 Describe common contingencies which can affect a team's ability to meet customer service standards, and explain how the effects of these contingencies can be minimised</p> | <p>2.1 For example this may include:</p> <ul style="list-style-type: none"> • Available/trained/knowledgeable staff • Sharing of knowledge and expertise • Planning of resources <p>2.2 For example this may include:</p> <ul style="list-style-type: none"> • Unplanned absences → amend scheduling • Untrained staff → regular appraisals/training/ inductions • High turn-over of staff → staff incentives/morale building • Out of date information/misunderstandings → update regularly/train staff • Staff morale/ disagreements → one-to-ones/address immediately and resolve • Faulty equipment → resolve quickly/alternatives/apologise |
| <p>3. Understand how customer complaints are resolved in a retail business</p> | <p>3.1 Describe the procedures used by retail businesses for resolving a variety of complaints, including how the customer is kept informed of progress</p> | <p>3.1 This may include the appropriate methods for liaising with the customer, and the processes involved. For example:</p> <ul style="list-style-type: none"> • Take ownership of the problem • Listen to the customer • Thank/apologise to the customer • Regular updates/follow up action • Face-to-face interaction/telephone calls/letters/emails |

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|---|--|--|
| | <p>3.2 Describe techniques for negotiating with customers to reach a solution acceptable to both parties</p> <p>3.3 Explain how resolving complaints can turn the customer's dissatisfaction into delight</p> | <p>3.2 For example this may include:</p> <ul style="list-style-type: none"> • Prepare → consider desired outcomes/ possible solutions/offer alternatives • Communicate/agree course of action/follow up • Offer repairs/ replacements/refund if appropriate • Active listening/ empathy/establish relationships • Apologise/take ownership • Identify mutual benefits <p>3.3 For example this may include:</p> <ul style="list-style-type: none"> • Building confidence • Repeat custom/ customer loyalty • Establishes relationships • Win-win outcomes |
| <p>4. Understand how customer service is monitored in a retail business</p> | <p>4.1 Explain why it is important to monitor the delivery and effectiveness of customer service in a retail business</p> <p>4.2 Describe the main methods which are used to monitor customer service in retail businesses</p> <p>4.3 Explain the techniques used by line managers to monitor the customer service delivered by themselves and their teams</p> | <p>4.1 For example this may include:</p> <ul style="list-style-type: none"> • Building confidence/ relationships • To encourage repeat custom/customer loyalty • To make money/profits/ grow • Develop/improve standards • To meet customer expectations/compete in the market/ differentiate from competitors <p>4.2 Candidates will be expected to understand the different methods available and when each may be appropriate. For example this may include:</p> <ul style="list-style-type: none"> • Customer questionnaires/ satisfaction surveys • Compliments and complaints • Mystery shoppers • Focus groups |

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|-------------------|---------------------|--|
| | | 4.3 For example this may include: <ul style="list-style-type: none"> • Evaluating customer service reports/surveys • Asking customers about the service received • Peer reviews/ observation • Self reflection |

Assessment and evidence requirements

The on-screen test for unit will be 30 minutes in length and consist of 20 questions. The test has a notional pass mark of 60%. Results will be graded pass or fail.

Each test will consist of multiple-choice questions which will test candidates' knowledge and understanding across the learning outcomes and associated assessment criteria. Candidates will be required to have knowledge and understanding of all assessment criteria within the unit, as all assessment criteria will be covered within any one test.

A number of multiple-choice question types may be used. These could include: closed questions; statements for completion; multiple response questions; true/false questions or ordering questions (including a maximum of 4 steps).

In order to deliver the on-screen test for this unit, centres will need to meet minimum hardware requirements as specified in the Surpass System Requirements. This document is available from the [e-assessment area](#) of our website.

For further information on the e-assessment route please refer to the centre handbook which is available on our [website](#).