

Candidate Evidence Checklist

OCR Level 2 Award/Certificate in Retail Knowledge

Unit 1: Understanding customer service in the retail sector

This form should only be used for candidates **not** using the OCR Candidate Evidence Booklet.

Level 2

CANDIDATE	
Candidate's name:	_____
I confirm that this is all my own work.	
Candidate's signature	Date _____

ASSESSOR	
Assessor's name:	_____
I confirm that I have authenticated the candidate's work and am satisfied that to the best of my knowledge the work produced is solely that of the candidate.	
Assessor's signature	Date _____

Assessment criteria	Document/Page number	Attached (insert ✓)
1.1 Describe the key features of excellent customer service		
1.2 Describe how excellent customer service affects a retail business		
1.3 Describe the key features of unsatisfactory customer service		
1.4 Describe how unsatisfactory customer service affects a retail business		
1.5 Describe the main methods used by retail businesses to maintain and increase customer loyalty		
2.1 Describe methods of approaching customers on the sales floor and the questioning and listening techniques for finding out what customers are looking for		

Assessment criteria	Document/Page number	Attached (insert ✓)
2.2 Describe how customer feedback is collected and used to improve customer service		
3.1 Explain the difference between customer service standards, customer service policies and customer service procedures		
3.2 Describe the benefits to the customer of customer service standards, policies and procedures		
3.3 Describe the benefits to retail businesses of customer service standards, policies and procedures		
4.1 Describe the main types of customer complaints and problems		
4.2 Describe techniques for listening to customers expressing concerns about a product or service, and for reassuring customers that their concerns have been heard and understood		
4.3 Describe the key stages in resolving complaints to the customers' satisfaction		