



Evidence Booklet

OCR Level 2 Award/Certificate in Retail Knowledge

10360/10361

Unit 1: Understanding customer service in the retail sector

Level 2

Candidate's name (Block capitals).....

Instructions to candidates

Read the instructions carefully and complete all tasks in this booklet.

I confirm that

- the work in this booklet is my own work.
- I have not copied from anyone or any other sources.
- I have not allowed anyone to copy my work.

Candidate's signature..... Completion date.....

When your evidence booklet is complete, sign and date the following declaration.

Centre assessor's name (Block capitals).....

I confirm that I have read the *Introduction for Tutors* overleaf.

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.

I confirm that

- all tasks have been completed
- I have marked the work following the assessment guidance
- the work meets the assessment criteria.

Centre assessor's signature..... Completion date.....

(If applicable)

Internal quality assurer's (IQA) name (Block capitals)

I confirm that I have checked this booklet and agree with the assessment decision.

IQA's signature..... Date of quality assurance.....

(If applicable)

Scribe's name (Block capitals).....

I confirm that I have transcribed the candidate responses using their own words.

Scribe's signature..... Date.....

Introduction for tutors

The purpose of this evidence booklet is to provide a simple and manageable solution for gathering evidence for Unit 1 of this qualification.

ASSESSMENT AND QUALITY ASSURANCE

All evidence **must** be marked before submission. This should be indicated through a tick and/or feedback comment on each answer. Tutors should check that there are no gaps in the evidence. Incomplete evidence must not be submitted. The relevant Assessment Criterion (AC) is listed against the title of each Task.

Scribed work **must** be annotated with the scribe's initials. If candidates require a scribe, further guidance can be found in the JCQ document: *Access Arrangements, Reasonable Adjustments and Special Consideration 2012-2013*. The application form for reasonable adjustments is available to download from the JCQ website: <http://www.jcq.org.uk/exams-office/access-arrangements-and-special-consideration/forms/form-vq-ia>

Centres should have an internal standardisation process in place to ensure consistency of assessment across assessors. For further guidance refer to the centre handbook which is available to download from the OCR website: www.ocr.org.uk

SUBMITTING EVIDENCE

Answers should be individual to the candidate and his/her own work. Staple together the tasks in numerical order. Do not submit evidence booklets in folders or plastic pockets. Do not submit group coursework, handouts or downloads.

All evidence submitted must be legible. If evidence is scanned for electronic submission, please ensure that the scanned copy is clearly legible and that pages are in the correct sequence and orientation.

A Candidate Submission Sheet must be completed in line with OCR Administration Guide. The sheets are available to download from the qualification pages on the OCR website: www.ocr.org.uk

Please note that OCR is unable to return candidate work to centres, so centres may wish to take a copy before submitting evidence.

FEEDBACK TO CENTRES

Examiner-moderators will complete an electronic Centre Feedback Report Form (e-NQF6) for each batch submitted. Reports are accessed through OCR Interchange.

KEEPING UP-TO-DATE

Occasionally OCR may up-date these booklets. Please refer to the relevant qualification page on our website: www.ocr.org.uk for the most up-to-date version.

QUALIFICATION DETAILS

OCR Level 2 Award in Retail Knowledge – 500/6718/7

OCR Level 2 Certificate in Retail Knowledge – 500/6736/9

The QCA Accreditation Number for this unit is:

Unit 1: Understanding customer service in the retail sector–M/502/5821

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Unit 1: Understanding customer service in the retail sector

CANDIDATE EVIDENCE BOOKLET

CENTRE NUMBER:	CANDIDATE NAME:
Learning Outcome 1. Understand the effect of customer service on retail business	
1a) Describe three key features of excellent customer service. For each key feature describe one positive effect it could have on a retail business. Your descriptions must cover three different effects. (AC1.1, 1.2)	
Key feature 1 :	
One positive effect on a retail business is:	
Key feature 2 :	
One positive effect on a retail business is:	
Key feature 3 :	
One positive effect on a retail business is:	

1b) Describe **three** key features of **unsatisfactory** customer service.

For **each** key feature describe **one** negative effect it could have on a retail business. Your descriptions must cover **three** different effects. (AC1.3, 1.4)

Key feature 1:

One negative effect on a retail business is:

Key feature 2:

One negative effect on a retail business is:

Key feature 3:

One negative effect on a retail business is:

1c) Describe **two** methods used by retail businesses to maintain and increase customer loyalty.
(AC1.5)

One method used to **maintain** customer loyalty is:

One different method used to **increase** customer loyalty is:

Learning Outcome 2. Understand how retail businesses find out about customers' needs and preferences

2a) Give **two** examples of **different** customer service situations a sales assistant could come across when on the sales floor.

For **each** situation describe methods and techniques used to identify what the customer is looking for. (AC 2.1)

Example 1:

Describe the customer service situation

One method of approaching the customer and opening the conversation is:

One open question to use is:

One closed question to use is:

One active listening technique to use is:

One passive listening technique to use is:

Example 2:

Describe the customer service situation

One method of approaching the customer and opening the conversation could be:

One open question could be:

One closed question could be:

One active listening technique to use could be:

One passive listening technique to use could be:

2b) (i) Give two examples of how customer feedback is collected by retail businesses. (AC2.2)	
Example 1:	Example 2:
2b) (ii) Give two examples of how customer feedback can be used to improve customer service in a retail business. (AC2.2)	
Example 1:	Example 2:

Learning Outcome 3. Understand the importance to a retail business of customer service standards, policies and procedures

3a) Show the difference between a customer service standard, a policy and a procedure by giving **one** situation when **each** is needed in a retail business. (AC3.1)

A situation when a customer service **standard** could be needed is:

A situation when a customer service **policy** could be needed is:

A situation when a customer service **procedure** could be needed is:

<p>3b) Give one example of a customer service standard, one example of a customer service policy and one example of a customer service procedure used in retail businesses.</p> <p>For each example describe one way it benefits the customer and one way it benefits the retail business. (AC3.2, 3.3)</p>		
<p>Example of a customer service standard is:</p>	<p>One benefit to the customer is:</p>	<p>One benefit to the retail business is:</p>
<p>Example of a customer service policy:</p>	<p>One benefit to the customer is:</p>	<p>One benefit to the retail business is:</p>
<p>Example of a customer service procedure is:</p>	<p>One benefit to the customer is:</p>	<p>One benefit to the retail business is:</p>

<p>Learning Outcome 4. Understand how customer complaints and problems are resolved in a retail business</p>	
<p>4a) Describe two different types of complaints a customer might make when using a retail business.</p> <p>For each complaint describe one technique for listening to customer concerns and one way to reassure the customer the complaint is understood. (AC4.1, 4.2)</p>	
<p>Complaint 1 is:</p>	
<p>One technique for listening to the concerns is:</p>	<p>One way to reassure the customer the complaint is understood is:</p>
<p>Complaint 2 is:</p>	
<p>One technique for listening to the concerns is:</p>	<p>One way to reassure the customer the complaint is understood is:</p>

<p>4b) Describe two types of problems a customer might have when using a retail business.</p> <p>For each problem describe one technique for listening to customer concerns and one way to reassure the customer the problem is understood. (AC4.1, 4.2)</p>	
<p>Problem 1 is:</p>	
<p>One technique for listening to concerns is:</p>	<p>One way to reassure the customer the problem is understood is:</p>
<p>Problem 2 is:</p>	
<p>One technique for listening to concerns is:</p>	<p>One way to reassure the customer the problem is understood is:</p>

4c) Describe what happens in each of the key stages in resolving customer complaints. (AC4.3)	
Key stage	Describe what happens:
1. Acknowledge the customer and the complaint	
2. Listen carefully to the details of the complaint and take ownership	
3. Identify alternatives/options for resolving the complaint	
4. Agree an option that is suitable to the customer and the business	
5. Action the agreed solution and check the customer is satisfied	

END OF EVIDENCE BOOKLET