Unit Title:	**Operate a customer record card system on a beauty counter in a retail environment**
OCR unit number:	43
Sector unit number:	C.60
Level:	2
Credit value:	2
Guided learning hours:	8
Unit reference number:	A/503/5722

Unit purpose and aim

This unit assesses the occupational competence of individuals who work on a beauty counter in a retail environment and are responsible for maintaining and using a customer record card system to identify opportunities for increasing sales.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand how to maintain the customer record card system in a retail environment	**The Learner can:** 1.1 explain how using a customer record card system can help to meet own sales targets 1.2 explain the benefits to the customer of the record card system 1.3 explain the importance of updating the record card system regularly 1.4 explain how to find time in own working day to update the record card system 1.5 explain the relevant aspects of current data protection legislation when maintaining a customer record card system 1.6 explain the implications of complying with data protection legislation when maintaining a customer record card system 1.7 explain the importance of asking customers about any allergies to products and ingredients so that these can be noted on the record card
2 Be able to set up record cards for customers at a beauty counter in a retail environment	2.1 ask customers whether a record card may be set up for them at the beauty counter 2.2 describe to customers the benefits of being on file at the beauty counter 2.3 offer customers the opportunity to make an appointment for a return visit to the beauty counter, when setting up a record card

© OCR 2011

Learning Outcomes	Assessment Criteria
	2.4 complete record cards with customer details, ensuring that the information: • is completed in line with organisational procedures • is an accurate record of the information provided by the customer • includes details of any allergies to beauty products or ingredients, where the customer is willing and able to give this information • includes a note of any products in the current range that are unsuitable for the customer, as far as can be determined from the information provided by the customer • is stored and used in compliance with legal regulations relating to customer data
3 Be able to use the record card system to recognise opportunities for increasing sales at a beauty counter in a retail environment	3.1 update the information in the record card system regularly enough to maintain the system's usefulness as a sales tool 3.2 identify the counter's highest spending customers, from the record card system, to receive priority information about special offers and promotions

Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

If the assessor is unable to make judgements about the specialist skills and knowledge covered by this unit, expert witness testimony must be sought from a person with suitable current experience, to confirm the candidate's competence.

The unit needs to be assessed in line with the relevant Sector Skills Council's (SSC's) Assessment Strategy or Principles. Skillsmart Retail's Assessment Principles for Retail Qualifications can be found on their website (www.skillsmartretail.com).

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

© OCR 2011

Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C254

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening	✔	Representing	✔	Use ICT systems	✔
Reading	✔	Analysing	✔	Find and select information	✔
Writing	✔	Interpreting	✔	Develop, present and communicate information	✔

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .