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|---|---|
| **Unit Title:** | **Promote loyalty schemes to customers in a retail environment** |
| OCR unit number: | 23 |
| Sector unit number: | C.12 |
| Level: | 2 |
| Credit value: | 3 |
| Guided learning hours: | 11 |
| Unit reference number: | J/503/5691 |

## Unit purpose and aim

This unit assesses the occupational competence of individuals who are responsible for promoting an organisation's loyalty scheme.
For the purposes of this unit a loyalty scheme means a scheme offered by a retail organisation to its customers, subject to terms and conditions under which eligible transactions are recorded as accumulated points. These points can be exchanged by the customer in the future for rewards such as vouchers, discounts or air miles. The unit is not about promoting or helping the customer apply for any kind of payment card.

| **Learning Outcomes** | **Assessment Criteria** |
|---|---|
| **The Learner will:** | **The Learner can:** |
| 1 Understand the benefits to the organisation of signing customers up to the organisation's loyalty scheme | 1.1 explain the benefits to the organisation of signing customers up to the loyalty scheme |
| 2 Understand the importance of giving customers a good impression when promoting the organisation's loyalty scheme | 2.1 explain the importance of treating customers politely and in a way that promotes goodwill, when promoting the loyalty scheme to them |
| 3 Be able to communicate to customers the features and benefits of the organisation's loyalty scheme | 3.1 ask customers questions to determine:<br>• if they are members of the organisation's loyalty scheme<br>• if they are interested in joining the organisation's loyalty scheme<br>3.2 describe to customers the benefits to them of joining the loyalty scheme, including any current special offers relating to the scheme<br>3.3 respond to any customer queries concerning the loyalty scheme while highlighting the benefits of joining it<br>3.4 provide customers with any information they need about the scheme to help them to decide whether to join it |

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| Learning Outcomes | Assessment Criteria |
|---|---|
| 4 Be able to gain customers' commitment to the organisation's loyalty scheme | 4.1 ask customers who are showing signs of interest to sign up for the loyalty scheme<br>4.2 provide the loyalty scheme membership application to customers<br>4.3 provide customers with information on how to complete their application for the loyalty scheme |

## 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.

**AC 2.1**: 'Politely' means demonstrating respect and consideration for other people through the use of appropriate body language, verbal language, tone of voice (or the sign language equivalent) and facial expressions.

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.

## 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.C221, SSR.C222

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


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## Functional skills signposting

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

| **Functional Skills Standards** | | | | | |
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| **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 .