Unit Title:	**Deal with customer queries and complaints in a retail environment**
OCR unit number:	19
Sector unit number:	C.05
Level:	2
Credit value:	4
Guided learning hours:	24
Unit reference number:	F/503/5687

Unit purpose and aim

This unit assesses the occupational competence of individuals who deal with customers' queries and complaints in a retail environment.

This unit is **not** for candidates who deal with complaints as a major part of their job role, for example if they work in a customer contact centre.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand how resolving customer queries and complaints contributes to customer loyalty and confidence	1.1 explain how resolving customer queries can increase customer loyalty and confidence 1.2 explain how resolving customer complaints can increase customer loyalty and confidence
2 Understand how to manage angry customers when dealing with customer queries and complaints in a retail environment	2.1 explain how to manage angry customers when dealing with customer queries and complaints
3 Be able to deal with customers' queries in a retail environment	3.1 acknowledge customers' requests for information and advice politely 3.2 ask questions as needed to discover customers' needs for information and advice 3.3 provide information and advice to customers that is: • relevant to their query • accurate • up to date 3.4 ask customers questions to ensure that the information and advice provided has met their needs 3.5 provide alternative solutions to help customers when information and advice given is not satisfactory 3.6 refer requests for information or advice to the designated person when helping the customer is not within own authority

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Learning Outcomes	Assessment Criteria
4 Be able to deal with customers' complaints in a retail environment	4.1 confirm the nature of the complaint with the customer, using information they have provided 4.2 apologise to the customer when the organisation is, or appears to be, responsible for the situation that has caused the customer to complain 4.3 take action to resolve complaints in line with: • legal requirements • organisational policy 4.4 refer complaints that are not within own authority to resolve, ensuring that: • the complaint is referred in line with organisational procedures • the organisation's referral procedure is explained to the customer 4.5 provide the opportunity for customers to ask questions about the organisation's referral procedure

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.

AC 3.1: '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.

AC 4.2 can be assessed by asking 'What if?' questions, if no situation arises where the organisation is, or appears to be, responsible for the situation that has caused the customer to complain.

AC 4.3: If the organisation does not have a written policy, the candidate needs to ask their manager for broad guidelines and follow these where the unit refers to a policy.

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.

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Guidance on assessment and evidence requirements

OCR provides the following as guidance when assessing the unit:

The candidate could deal with complaints relating to products and/or services.

AC 1.1 and **AC 1.2**: To resolve customer queries and complaints the candidate should know the current sources of information on customer rights (such as Trading Standards, Consumer Direct, Office of fair Trading, Citizen's Advice Bureau). The effect on customer loyalty may include reduced 'churn', increase in average transaction, word of mouth promotion, increase in customer retention.

AC 2.1: Assessors could ask 'What if …' questions to ensure the candidate understands the appropriate use of verbal and non-verbal language when dealing with an angry customer, how to deal with verbal and physical threats, how to follow company procedures when referring complaints to a manager, when to call the police.

AC 4.1: The candidate should be aware of the difference between a reasonable and an unreasonable complaint, whilst treating all customers equally and fairly. There may be company procedures to follow, for example standard questions or forms to complete which help to separate reasonable from unreasonable complaints.

AC 4.3: The candidate should have an understanding of the main legislation relating to consumer protection such as Sale of Goods Act, Consumer Protection from Unfair Trading Practices, Consumer Protection (Distance Selling) Regulations as well as legislation relevant to their particular retail environment such as Unfair Contract Terms Act 1977, Consumer Protection Act, Unfair Terms in Consumer Contracts Regulations, Electronic Commerce Regulations, Enterprise Act, General Product Safety Regulations. They should also be aware of the difference between law and company policy where retailers offer to replace or refund goods that are not faulty as a goodwill gesture.

Where additional guidance has been provided, it is not intended to be exhaustive. Candidates may also use other relevant or appropriate examples.

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.C208, SSR.C209

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 .

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