Unit Title:	Understanding customer service in the retail sector
Level:	2
Credit value:	3
Guided learning hours:	22
Unit expiry date:	31.12.16

Unit purpose and aim

The purpose of this unit is to provide learners with the knowledge and understanding of retail customer service. It focuses on standards of customer service and covers how customer complaints and problems are resolved in retail businesses.

Learning Outcomes	**Assessment Criteria**	**Knowledge, understanding and skills**
1. Understand the effect of customer service on retail business	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	1.1 For example, this may include: • Behaviour: body language; questioning and listening techniques • Suitable approaches; language and tone; showing empathy • Responsiveness to customers (eg personal service; going the extra mile • Appearance of staff • Staff competence • Commitment; credibility in keeping promises; having customer service policies • Offering additional services • Having accurate and up-to-date information 1.2 For example, this may include: • Building customer loyalty and confidence • Establishing customer need • Positive publicity • Positive word of mouth → increased promotion → increased profits

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
		1.3 For example, this may include: • Behaviour: negative body language; not listening to customers • Unsuitable language and tone; over-familiarity; not showing empathy • Failure to respond to customers within appropriate timescales • Appearance of staff • Staff competence • Failing to address: long queues; equipment failure; staff shortages 1.4 For example, this may include: • Poor reputation; negative publicity • Lack of customer loyalty • Loss of profits • Losing customers to competitors 1.5 For example, this may include: • Special offers and promotions • Customer loyalty schemes • Offering additional services • Adequate resourcing
2. Understand how retail businesses find out about customers' needs and preferences	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 2.2 Describe how customer feedback is collected and used to improve customer service	2.1 For example, this may include: • Different customer approaches and opening techniques (candidates may be expected to recognise these in context) • Open and closed questioning techniques • Active and passive listening techniques • Looking for buying signals 2.2 For example, this may include: • Compliments and complaints systems • Customer surveys and feedback forms

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
		• Mystery shopper reports • Focus groups • Staff training and briefings
3. Understand the importance to a retail business of customer service standards, policies and procedures	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	3.1 Candidates will need to understand the difference between customer service standards, policies and procedures, and the purpose and content of each 3.2 For example, this may include: • Customer treatment – legal and fair • Timeliness of responses • Increased level of service received • Consistent service and response received • Documented and clear complaints procedures 3.3 For example, this may include: • Commitment at all levels • Credibility in keeping service promises • Defined responsibility for customer service • A process to identify, manage and monitor customer service issues • Documented communication methods and conventions • Consistency of approach
4. Understand how customer complaints and problems are resolved in a retail business	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	4.1 For example, this may include: • Treatment by staff • Quality of goods/services • Availability of goods/services • Opening hours and store facilities • Pricing issues 4.2 For example, this may include: • Listening • Questioning • Analysing • Suggesting • Revising • Paraphrasing

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
		4.3 For example, this may include: • Acknowledging the problem • Taking ownership • Apologising • Listening • Establishing next steps • Resolving

Assessment and evidence requirements

There are **two** assessment routes available to candidates and centres can use both routes within the Level 2 qualification. Candidates can achieve the full award/certificate via on-screen multiple-choice tests **and/or** can provide evidence of their knowledge and skills, collated in an evidence booklet or a portfolio. The evidence is internally assessed and externally moderated. Centres must select the most appropriate assessment route for the candidate.

E-assessment:

The on-screen test for unit will be 40 minutes in length and consist of 25 questions. Results will be graded pass or fail.

Each test will consist of multiple-choice questions which will test candidates' knowledge and understanding across the learning outcomes and associated assessment criteria. Candidates will be required to have knowledge and understanding of all assessment criteria within the unit, as all assessment criteria will be covered within any one test.

A number of multiple-choice question types may be used. These could include: closed questions; statements for completion; multiple response questions; true/false questions or ordering questions (including a maximum of 4 steps).

In order to deliver the on-screen test for this unit, centres will need to meet minimum hardware requirements as specified in the Surpass System Requirements. This document is available from the e-assessment area of our website.

For further information on the e-assessment route please refer to the centre handbook which is available on our website.

Postal moderation:

Evidence booklets must be completed by the candidate under supervised conditions. The candidate's responses and evidence in the booklet must be internally assessed by centre staff (e.g. teachers/tutors, assessors) before being submitted to OCR for external moderation. Results will be graded pass or fail.

We have created OCR Candidate Evidence Booklets for each unit which are available to download from the qualification page of our website.

Centres are permitted to devise their own evidence booklets. If they choose to devise their own evidence booklets they must, however, also use the OCR Evidence Checklists.

For further information on the postally moderated route please refer to the centre handbook which is available on our website.