



# Principles of customer service

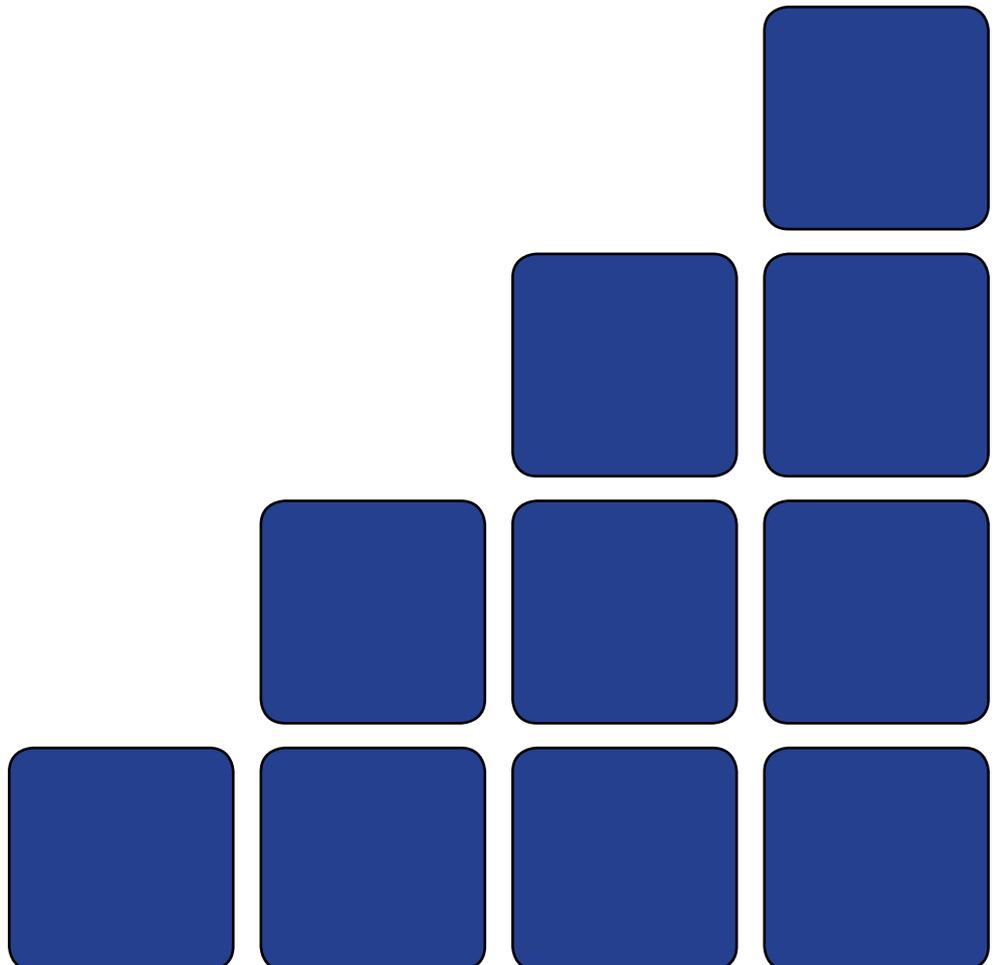
UBU21

J/506/2132

Learner name:

Learner number:

VRQ





# UBU21

## Principles of customer service

The aim of this unit is to develop an understanding of the principles of customer service. You will learn the differences between the customer's needs, wants and expectations. You will also learn how to identify the legislations that affect the customer service you provide.

Level

**2**

Credit value

**4**

GLH

**34**

Observation(s)

**0**

External paper(s)

**0**



# Principles of customer service

## Learning outcomes

On completion of this unit you will:

1. Understand customer service
2. Understand how legal and ethical requirements relate to customer service
3. Understand how to deliver effective customer service
4. Understand the management of customer service information

## Evidence requirements

### 1. *Knowledge outcomes*

There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.

### 2. *Tutor/Assessor guidance*

Your tutor **must** refer to the '**Skills CFA Assessment Strategy**' when delivering this unit. This can be found on [www.vtct.org.uk](http://www.vtct.org.uk) under the relevant qualification page.

You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

For guidance on the assessment material for some individual units please refer to the '**Assessment Guidance**'. This can be found on [www.vtct.org.uk](http://www.vtct.org.uk) under the relevant qualification page.

### 3. *External paper*

There is no external paper requirement for this unit.

# Developing knowledge

## Achieving knowledge outcomes

You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below\*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

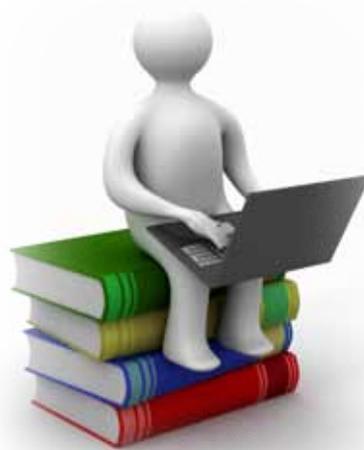
Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

## Relationship to National Occupational Standards

This unit is linked to the Customer Service (2013) National Occupational Standards.

*\*This is not an exhaustive list.*

# Knowledge



## Learning outcome 1

### Understand customer service

| You can:  | Portfolio reference |
|---|---------------------|
| a. Explain the purpose and scope of customer service                                      |                     |
| b. Define the term “service offer”  |                     |
| c. Explain the value of a “service offer” to an organisation                              |                     |
| d. Explain the importance of delivering consistently high quality customer service        |                     |
| e. Explain the importance of keeping up-to-date with knowledge of competitors’ activities |                     |
| f. Explain barriers to providing effective customer service                               |                     |
| g. Describe the features of effective follow-up service                                   |                     |



## Learning outcome 2

### Understand how legal and ethical requirements relate to customer service

| You can:   | Portfolio reference |
|--|---------------------|
| a. Describe how sales and consumer-related legislation and regulations affect the delivery of customer service |                     |
| b. Describe how health, safety and environmental legislation affects customer service delivery                 |                     |
| c. Explain how ethical considerations affect customer service  |                     |
| d. Explain how equality legislation affects customer service   |                     |
| e. Describe how legislation affects the use and storage of customer information                                |                     |



## Learning outcome 3

### Understand how to deliver effective customer service

| You can:  | Portfolio reference |
|---|---------------------|
| a. Explain the difference between customers' wants, needs and their expectations                        |                     |
| b. Explain how to identify customers' needs and expectations  |                     |
| c. Explain the importance of managing customers' expectations   |                     |
| d. Explain how to behave in a way that meets customers' expectations                                    |                     |
| e. Describe techniques that can be used to put customers at ease and gain their trust                   |                     |
| f. Explain the importance of following up actions and keeping promises when delivering customer service |                     |



## Learning outcome 4

### Understand the management of customer service information

| You can:  | Portfolio reference |
|---|---------------------|
| a. Explain how customer service information can be used                     |                     |
| b. Explain the importance of systems to manage customer service information |                     |
| c. Explain the uses of systems to manage customer service information       |                     |
| d. Identify the features of an effective customer complaints process        |                     |
| e. Describe the uses of a customer complaints process                       |                     |