



Develop customer relationships

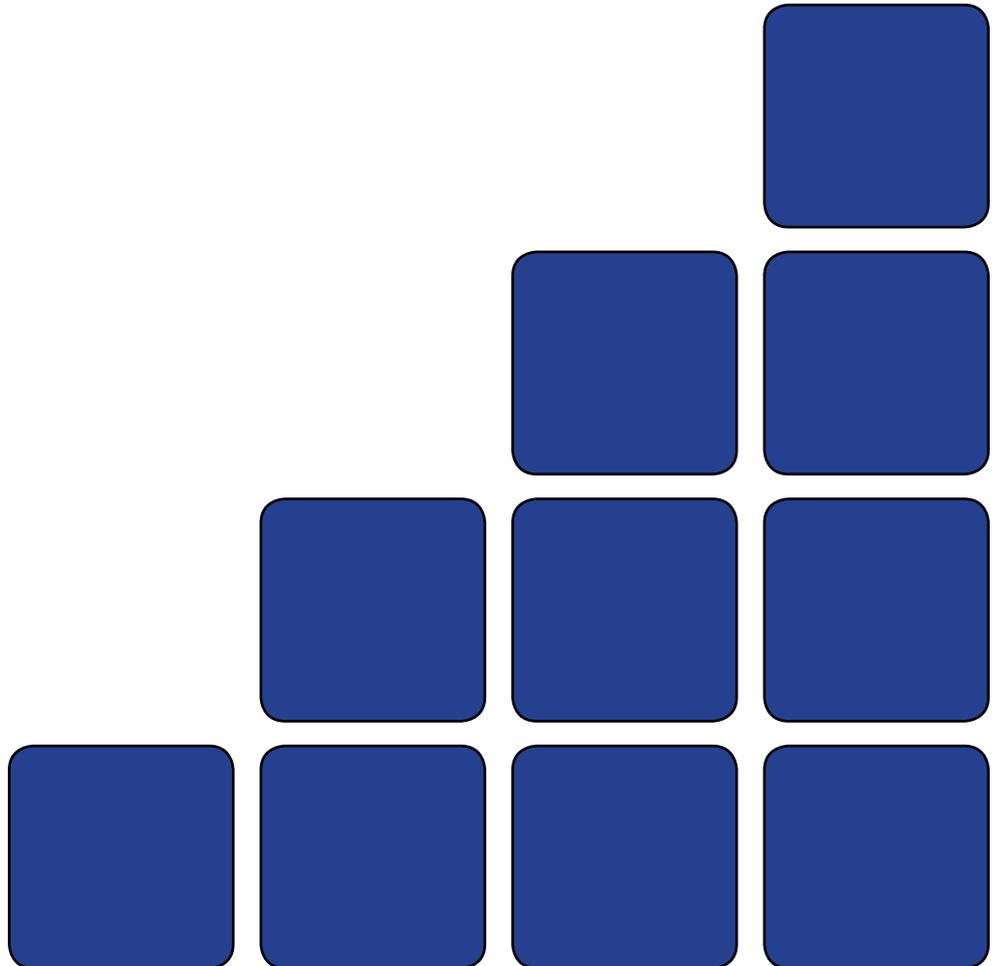
UBU32

Y/506/2149

Learner name:

Learner number:

VRQ



UBU32

Develop customer relationships

The aim of this unit is to develop the knowledge and understanding on how to build customer relationships. You will learn the value of customer loyalty and retention and why it is important to keep the customer fully updated at all times.

Level

2

Credit value

3

GLH

18

Observation(s)

2

External paper(s)

0



Develop customer relationships

Learning outcomes

On completion of this unit you will:

1. Be able to develop relationships with customers
2. Understand how to develop customer relationships

Evidence requirements

1. *Environment*
Evidence for this unit may be gathered within the workplace or realistic working environment (RWE).
2. *Simulation*
Simulation is not allowed in this unit.
3. *Observation outcomes*
Competent performance of Observation outcomes must be demonstrated on **at least two occasions**. Assessor observations, witness testimonies and products of work are likely to be the most appropriate sources of performance evidence. Professional discussion may be used as supplementary evidence for those criteria that do not naturally occur.

Assessed observations should not be carried out on the same day for the same learning outcome. There should be sufficient time between assessments for reflection and personal development.

You need to meet the same standard on a regular and consistent basis. Separating the assessments by a period of at least two weeks is recommended as competence must be demonstrated on a consistent and regular basis.

4. *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.

5. *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 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 under the relevant qualification page.

6. *External paper*

There is no external paper requirement for this unit.

Achieving observations

Achieving observation outcomes

Your assessor will observe your performance of practical tasks. The minimum number of competent observations required is indicated in the Evidence requirements section of this unit.

Criteria may not always naturally occur during a practical observation. In such instances you will be asked questions to demonstrate your competence in this area. Your assessor will document the criteria that have been achieved through professional discussion and/or oral questioning. This evidence will be recorded by your assessor in written form or by other appropriate means.

Your assessor will sign off a learning outcome when all criteria have been competently achieved.

Relationship to National Occupational Standards

Customer Service (2013) National Occupational Standards:

- CFACSD1 Develop customer relationships



Observations

Learning outcome 1

Be able to develop relationships with customers

You can:

- a. Give help and information that meets or exceeds customers' expectations
- b. Identify new ways of helping customers based on their feedback
- c. Share feedback from customers with others
- d. Identify added value that the organisation could offer customers
- e. Bring to customers' attention products or services that may interest them

** May be assessed by supplementary evidence.*

Observation	1	2	Optional
Date achieved			
Criteria questioned orally			
Portfolio reference			
Assessor initials			
Learner signature			

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

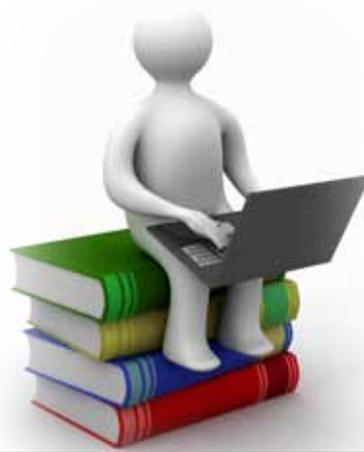
Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

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.

**This is not an exhaustive list.*

Knowledge



Learning outcome 2

Understand how to develop customer relationships

You can:	Portfolio reference
a. Describe the importance of developing relationships with customers	
b. Explain the value of customer loyalty and retention	
c. Explain how customers' expectations may change over time	
d. Explain the use of customer feedback as a means of developing customer relationships	
e. Explain the limits of your own authority to make alternative service offers to customers	
f. Describe the use of Customer Relationship Management systems and processes to meet customers' expectations	
g. Explain the importance of regular communication in the development of both internal and external customer relationships	

Notes

Use this area for notes and diagrams