

Title:	Introduction to Customer Service
Level:	E3
Credit value:	3
GLH	30
Unique Reference Number:	M/650/2334
Aim:	The aim of this unit is to provide learners with knowledge and understanding of the responsibilities and skills of someone in an entry level customer service job role, the benefits of good customer service to an organisation and entry level employment opportunities in customer service.
Assessment	An NOCN assessment booklet has been produced and should be used to evidence all learning outcomes.
Learning outcomes	
<i>The learner will:</i>	
1. Understand what customer service involves.	
Delivery content:	
<p>The aim of this learning outcome is to provide learners with an understanding of the responsibilities they could have and skills they would need in an entry level customer service job role.</p> <p>The learner must:</p> <ul style="list-style-type: none"> • state the meaning of the term 'customer service'. • list different customer service responsibilities in an entry level job role. • list the different skills needed to do a customer service role. • identify behaviours that could affect how the customer views the organisation. 	

2. Understand the benefits of good customer service to an organisation.

Delivery content:

The aim of this learning outcome is to provide learners with an understanding of the importance of good customer service to the success of an organisation.

The learner must:

- give examples of good customer service.
- state **why good customer service** is important to customers.
- give reasons why good customer service is important to the organisation providing it.
- identify possible consequences of **poor customer service**.

3. Know about employment opportunities in customer service.

The aim of this learning outcome is to provide the learners with knowledge of local employment opportunities in customer service and the job requirements of two entry level job roles that interest them.

The learner must:

- identify **entry level job roles** that involve customer service.
- identify the **job requirements**.

Scope of Training/Assessment

What would you expect the learner to be able to do or not to do?

For learning outcome 1, the tutor should encourage learners to look up their own definition of customer service and list the responsibilities and skills of someone in an entry job role.

Learners could role play or discuss how it feels to be a customer when a sales assistant is behaving negatively or positively towards them.

For learning outcome 2, learners could be given case studies or newspaper articles about national sandwich shop outlets to examine one chain that has provided good and one chain that has provided poor customer service and discuss the impact of the reported poor customer service on the reputation of the organisation.

For learning outcome 3, the tutor may give learners information (including job requirements and person specification) about a range of local entry-level job roles. The learner should select two different customer service roles and identify the job requirements of these roles.

Requirements	
Definition of customer service.	<ul style="list-style-type: none"> • The assistance and advice provided by a company to those people who buy or use its products or services.
Customer service responsibilities.	<ul style="list-style-type: none"> • Meeting and greeting customers. • Answering customer queries by telephone, email, face to face or on chat. • Dealing with customer problems or complaints. • Carrying out tasks according to instructions.
Customer service skills.	<ul style="list-style-type: none"> • Communication skills (verbal, written). • Listening skills. • Problem solving skills. • Team working skills. • Digital skills.
Positive/negative effects of own behaviour.	<p>May include being:</p> <ul style="list-style-type: none"> • Polite, friendly, approachable, knowledgeable. • Bored, rude, careless, ignoring customers.
Why good customer service is important.	<p>To customers:</p> <ul style="list-style-type: none"> • To ensure repeat sales from customers. • Queuing or inability to pay promptly may result in loss of sale. • To ensure confidence in products and services. <p>To organisations:</p> <ul style="list-style-type: none"> • Repeat business. • Builds customer trust and loyalty to its products. • Organisation's reputation and image.
Consequences of poor customer service.	<ul style="list-style-type: none"> • Loss of sales. • Customer complaints. • Poor reputation.

Entry level job roles.	<p>May include:</p> <ul style="list-style-type: none"> • Trainee retail sales assistant. • Hospitality assistant. • Working at an information desk at a tourist attraction. • Salon assistant. • Sales adviser at a contact centre.
Job requirements.	<ul style="list-style-type: none"> • Skills, experiences and qualities an employer deems necessary for the role. • Person specification.