

Title:	Customer Needs
Level:	E3
Credit value:	2
GLH	20
Unique Reference Number:	K/650/2332
Aim:	The aim of this unit is to provide learners with knowledge of an organisation's internal and external customers, their wants and needs and different ways of meeting these needs.
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. Know who an organisation's customers are.	
Delivery content:	
The aim of this learning outcome is to provide learners with an understanding that internal staff should be treated as customers as well as external customers.	
The learner must:	
<ul style="list-style-type: none"> • give examples of an organisation's internal and external customers. 	
2. Know about customer wants and needs.	
Delivery content:	
The aim of this learning outcome is to provide learners with an understanding of the difference between customer wants and needs and what they may be in relation to a selected product or service.	
The learner must:	
<ul style="list-style-type: none"> • list the possible wants and needs of customers. 	

3. Know how to meet customer needs.

Delivery content:

The aim of this learning outcome is to provide learners with an understanding of how organisations meet customer service needs.

The learner must:

- identify what is meant by **customer satisfaction**.
- give examples of **different ways to meet customer needs**.

Scope of Training/Assessment

For learning outcome 1, the learner should be able to give examples of the internal and external customers of a selected local organisation that they are familiar with. A local DIY chain could be selected that sells its products and services to different types of external customer e.g. the general public and trade customers.

For learning outcome 2, the tutor could encourage learners to discuss the changes in customer wants and needs due to the pandemic. For example, more customers have been visiting retail parks due to their outdoor environment and accessibility by cars or making more frequent trips on foot to their local shops when working from home. They could consider why sales of sustainable products with higher prices are increasing when many customers are seeking value for money purchases. They could also consider the possible impact of a higher cost of living on customer spending on products and services that are wanted/needed.

For learning outcome 3, the tutor should encourage learners to explore the different ways organisations are providing customer service to meet the current needs of customers, including the use of technology.

Requirements	
Definition of customer.	A customer is a person that receives goods and services from an organisation in exchange for payment.
Internal customer.	<p>From within the same organisation.</p> <p>Examples may include:</p> <ul style="list-style-type: none"> • Manager or supervisor. • Colleagues. • Staff from other departments. • Staff at another branch.
External customer	<p>Are external to the organisation and use and pay for the goods and/or services the organisation provides.</p> <p>Examples may include:</p> <ul style="list-style-type: none"> • Individuals of different ages, nationalities, needs or characteristics or from different geographic locations. • Other companies purchasing supplies from the organisation.
Customer wants.	<p>Wants are not mandatory for human survival, they may include:</p> <ul style="list-style-type: none"> • Saving time over money. • They want to be a personalised, unique experience. • They expect to have multiple options. • Changing tastes and preferences are met by new products and services.
Customer needs.	<p>Expected standard of service that may include:</p> <ul style="list-style-type: none"> • Value for money. • Product range. • Ability to order and access products or services easily. • Staff are knowledgeable about products or services. • Informative and accurate product or service promotions. • Reliable products or services. • Customer loyalty cards or discounts. • Queues move quickly; ability to pay promptly. • Assistance for those with a protected characteristic under Equality law such as elderly or disabled customers e.g. assistance with fuelling a car; availability of wheelchairs, mobility scooters and hearing loops in store.

Customer satisfaction.	Customer satisfaction depends on how well the organisation's staff, products or services meet the needs of customers.
Different ways to meet customer needs.	<p>May include:</p> <ul style="list-style-type: none"> • Ways in which the organisation sells to its customers: online; social media; emails, texts, catalogues. • Targeted adverts or offers based on customers' previous purchases may help customers to complete or continue purchases, e.g. items for home DIY projects. • Delivery services; click and collect. • Fitting rooms, cafes. • 3D home design and augmented reality technology enables customers to test design choices using their telephone. • Different payment options for goods/services – cash, contactless payments, store credit card, cheques, bank transfer. • Apps with scan and go technology in supermarkets. • Refunds and exchanges; repairs. • Staff have had disability training to ensure that they understand the needs of older or disabled customers.