

Unit Title: Looking After Customers in a Retail Environment	
Level:	Entry Three
Credit Value:	3
GLH:	30
OCNLR Unit Code:	BC3/E3/LQ/003
Ofqual Unit Reference Number:	J/504/8179

This unit has 3 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Know how to project a positive image of self and company to customers.	1.1. State why personal appearance is important in giving a positive impression. 1.2. State appropriate way to greet customers.
2. Be able to communicate with customers.	2.1. Use appropriate and clear language, tone, manner and body language when communicating with customers.
3. Know how to deal with customer enquiries.	3.1. Identify a range of enquiries common to a retailer. 3.2. State ways to respond politely to customer enquiries.

Assessment

The grid below gives details of the assessment activities to be used with the unit attached. Please refer to the OCN London Assessment Definitions document for definitions of each activity and the expectations for assessment practice and evidence for verification.

P = Prescribed This assessment method *must* be used to assess all or part of the unit.

O = Optional This assessment method *could* be used to assess all or part of the unit.

Case Study		Project	
Written question & answer/test/exam		Role play/simulation	O
Essay		Practical demonstration	P
Report		Group discussion	
Oral question and answer	O	Performance/exhibition	
Written description	O	Production of artefact	