OCN London

Unit Title: Introduction to Customer Service Skills	
Level:	Entry Three
Credit Value:	3
GLH:	30
OCNLR Unit Code:	HC4/E3/LQ/030
Ofqual Unit Reference Number:	L/505/8597

This unit has 6 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. 1. Understand the benefits to the organisation of good customer service.	1.1. Give examples of good practice in customer service.
2. Understand the possible consequences of poor customer service.	2.1. Give an example for each of how poor customer service can affect: ☒ Customers ☒ The organisation ☒ Staff.
3. Understand the value of first impressions.	3.1. State why it is important to make a good first impression. 3.2. Give examples for each of how to make a good impression: ☒ Face to face ☒ On the telephone
4. Understand positive verbal and non-verbal interaction with customers.	4.1. Demonstrate appropriate ways of communicating with customers verbally. 4.2. Give examples of non-verbal communication. 4.3. Show how non-verbal communication can be used positively in a face-to-face situation.
5. Understand that respect for the individual is at the heart of good customer service.	5.1. State why it is important to maintain customer confidentiality. 5.2. State why it is important to respect the needs of customers from different cultures and backgrounds.
6. Understand his/her role in dealing with complaints from customers.	6.1. State how to report a complaint made by a customer.

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	
Report		Group discussion	O
Oral question and answer	O	Performance/exhibition	
Written description	O	Production of artefact	