

Customer Service in Retailing



Learner Name:		Reg. No. / ULN:	
Assessment Start Date:			
Training Centre / College:			

Completed:					
Learner Name:		Learner Signature:		Date:	
Assessor Name:		Assessor Signature:		Date:	
IQA Name (if sampled):		IQA Signature:		Date:	
EQA Name (if sampled):		EQA Signature:		Date:	

Task 1: Good customer service

a) State the meaning of the term 'customer service'.

b) Identify why it is important for organisations to provide good customer service.

c) Give examples of good customer service in a retail store.

Customer expectation or need	Example of good customer service

Task 2: Delivering effective customer service in a retail environment.

Option 1

Participate in a role play with another learner to do the following tasks. Your tutor will complete an observation form to include with this workbook to evidence that you have completed the role play.

Tasks

- a) Greet customers politely
- b) Respond appropriately to a customer query relating to the location of a product or if it is in stock.
- c) Refer a customer complaint or problem that you cannot answer to another team member.

OR

Option 2

Write a script to be included with your workbook, stating what you would say in a role play to complete Tasks a), b) and c) above.

I confirm that this is the work of *(student's name)*

Tutor Signature:

Date:

Learner Completion Confirmation

Learning Outcome	Delivery Content	Tick if achieved	Comments
1. Know about good customer service in a retail environment.	1.1. State the meaning of the term 'customer service'.	<input type="checkbox"/>	
	1.2. Identify why it is important to provide good customer service.	<input type="checkbox"/>	
	1.3. Give examples of good customer service in a retail store.	<input type="checkbox"/>	
2. Be able to participate in tasks in a work-simulated environment.	2.1. Greet customers politely.	<input type="checkbox"/>	
	2.2. Respond appropriately to basic customer queries.	<input type="checkbox"/>	
	2.3. Refer customer queries that they cannot answer to another team member.	<input type="checkbox"/>	