

Customer Service

Opportunities must be provided for candidates to present evidence to cover all the learning outcomes in each of the unit sections. This evidence may be in the form of answers to questions, photographic evidence, witness testimony, teacher/ lecturer observation records, electronic recordings and the physical products.

This unit is best assessed when linked to another occupational unit eg Creative styling using Blow-Drying Techniques, Shampooing and Conditioning Treatments, Manicure and Nail Art, Modern Retailing, Vehicle Servicing and Valeting Operations where learners are coming into contact with customers.

The structure of the portfolio

- CCEA cover sheet to include:- Unit title, Occupational pathway, Learner name and number, Teaching centre name and number and where appropriate administrative centre name and number.
- Declaration of authenticity signed and date by the teacher/lecturer and the learner.
- CCEA Learner unit tracking grid (which is included as the final page in each unit specification).
- Teacher/Lecturer mark Grid which clearly identifies how the marks awarded on the learner unit tracking grid have been achieved.
- The My Record document will contain all of the learner outcomes as set out in the unit specification. This should be presented in a table format, with a column identifying the page where the evidence can be found. This can only be completed when all the evidence is generated.
- The learner diary must be completed on a regular basis, signed by the teacher/lecturer and the learner. The diary entries must also be dated showing progression throughout the delivery of the programme.

AO1 – Knowledge and Understanding

CCEA have provided on their microsite examples of questions for assessing Health and Safety, Environment and related Careers. These can be amended to suit the unit of study.

Health and Safety, Environment and related Careers (10 marks)

- ✓ Demonstrate understanding of the implications of the Health and Safety at Work Act (HASAWA) 1974
- ✓ Describe three career opportunities in customer service and identify the personal skills and qualities related to them
- ✓ Identify environmental issues related to customer service and understand how to deal with them

Materials and related skills (10 marks)

Evidence may be in the form of answers to questions, leaflets, posters, powerpoint presentations etc and will cover the following learner outcomes:-

- ✓ Demonstrate understanding of legislation related to customers' rights to include the Trade Descriptions Act 1972, the Supply of Goods and Services Act 1982 and the relevant equality legislation
- ✓ Understand the importance of creating a positive first impression for an organisation
- ✓ Understand how to create a positive image of themselves and their organisation
- ✓ Understand the importance of good customer service
- ✓ Recognise different customer needs and expectations
- ✓ Refer customer queries and complaints to their line manager when they cannot resolve them on their own
- ✓ Recognise the importance of teamwork in the workplace

AO2 – Practical tasks (60 marks)

Evidence may be photographic supported by teacher observation records outlining the criteria being assessed, video recordings, work products and will cover the following learner outcomes:-

- ✓ Demonstrate understanding of the implications of the Health and Safety at Work Act (HASAWA) 1974
- ✓ Create a positive first impression of themselves and their organisation
- ✓ Demonstrate how to communicate with customers in a polite and professional manner, both face-to-face and on the telephone
- ✓ Recognise different customer needs and expectations
- ✓ Deal with different customer needs promptly and professionally
- ✓ Resolve customer queries and complaints on their own

- ✓ Refer customer queries and complaints to their line manager when they cannot resolve them on their own (where appropriate)
- ✓ Use different methods to seek customer opinion on the services offered by an organisation (at least two methods must be used)
- ✓ Analyse customer feedback to highlight areas for improvement in an organisation (use IT to present findings)
- ✓ Report customer feedback to their line manager
- ✓ Develop an action plan for improving customer service in an organisation – the report/action plan should be a minimum of 400 words and be in report format eg introduction, findings, conclusions and recommendations

AO3 – Evaluations

Task evaluation (10 marks)

Guidance for designing and marking evaluations is provided on the CCEA microsite.

Three task evaluations are required eg (1) when dealing with customer face to face, (2) when dealing with customers on the telephone and (3) when seeking, analysing and reporting on customer feedback.

Final/End of unit evaluation (10 marks)

Learners should be encouraged to reflect on the learning that has taken place throughout the period of study and consider how this will influence their future career plans.