Customer Service in Retailing

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

Task 1: Good customer service

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

[blank answer box]

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

[blank answer box]

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

Customer expectation or need	Example of good customer service

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'.		
	1.2. Identify why it is important to provide good customer service.		
	1.3. Give examples of good customer service in a retail store.		
2. Be able to participate in tasks in a work-simulated environment.	2.1. Greet customers politely.		
	2.2. Respond appropriately to basic customer queries.		
	2.3. Refer customer queries that they cannot answer to another team member.		