

Qualification Specification

601/2617/6

iCQ Level 2 Award in Understanding customer service in the retail sector (RQF)



Qualification Details

Title : iCQ Level 2 Award in Understanding customer service in the retail sector (RQF)
Awarding Organisation : iCan Qualifications Limited
Fees Price List Url : https://icanqualify.net
Qualification Type : RQF
Qualification Sub Type : None
Qualification Level : Level 2
Qualification Sub Level : None
EQF Level : Level 3
Regulation Start Date : 03-Feb-2014
Operational Start Date : 01-Mar-2014
Offered In England : Yes
Offered In Wales : Yes
Offered In Northern Ireland : Yes
Assessment Language In English : Yes
Assessment Language In Welsh : No
Assessment Language In Irish : No
SSA : 7.1 Retailing and Wholesaling
Purpose : B. Prepare for further learning or training and/or develop knowledge and/or skills in a subject area
Sub Purpose : B2. Develop knowledge and/or skills in a subject area
Total Credits : 3
Min Credits at/above Level : 3
Minimum Guided Learning Hours : 22
Maximum Guided Learning Hours : 22
Total Qualification Time : 30
Diploma Guided Learning Hours : 0
Barring Classification Code : ZZZZ
Overall Grading Type : Pass
Assessment Methods : Portfolio of Evidence
Structure Requirements : To achieve this qualification, learners must attain 3 credits by completing the mandatory unit in Group M.
Age Ranges : Pre-16 : No; 16-18 : Yes; 18+ : No; 19+ : Yes
Qualification Objective : This qualification is for those who wish to develop their knowledge and understanding of customer service in the retail environment

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Rules of Combination (ROC)

Group Name	Mandatory	#Units	Minimum		Maximum	
			Units	Units	Credits	Credits
M) Mandatory Unit	Yes	1	1	0	3	0

Group M Mandatory Unit

URN	Title	Level	GLH	Credit
M/502/5821	Understanding customer service in the retail sector	2	22	3

Qualification Framework	: RQF
Title	: Understanding customer service in the retail sector
Unit Level	: Level 2
Unit Sub Level	: None
Guided Learning Hours	: 22
Unit Credit Value	: 3
SSAs	: 7.1 Retailing and Wholesaling
Unit Grading Structure	: Pass
Assessment Guidance	: Please refer to the Online iCQ Assessment Guidance .

Unit: M/502/5821 : Understanding customer service in the retail sector

Understand the effect of customer service on retail business	
Assessment Criterion - The learner can:	
01.01	Describe the key features of excellent customer service
01.02	Describe how excellent customer service affects a retail business
01.03	Describe the key features of unsatisfactory customer service
01.04	Describe how unsatisfactory customer service affects a retail business
01.05	Describe the main methods used by retail businesses to maintain and increase customer loyalty
Understand how retail businesses find out about customers needs and preferences	
02.01	Describe methods of approaching customers on the sales floor and the questioning and listening techniques for finding out what customers are looking for
02.02	Describe how customer feedback is collected and used to improve customer service
Understand the importance to a retail business of customer service standards, policies and procedures	
03.01	Explain the difference between customer service standards, customer service policies and customer service procedures
03.02	Describe the benefits to the customer of customer service standards, policies and procedures
03.03	Describe the benefits to retail businesses of customer service standards, policies and procedures
Understand how customer complaints and problems are resolved in a retail business	
04.01	Describe the main types of customer complaints and problems
04.02	Describe techniques for listening to customers expressing concerns about a product or service, and for reassuring customers that their concerns have been heard and understood
04.03	Describe the key stages in resolving complaints to the customers satisfaction