

**School of Horticulture, Hairdressing and Applied Therapies**

**VTCT Level 2 Certificate in Retail Knowledge (Beauty)**

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| **Qs** | **√ or X** | **Comments** |
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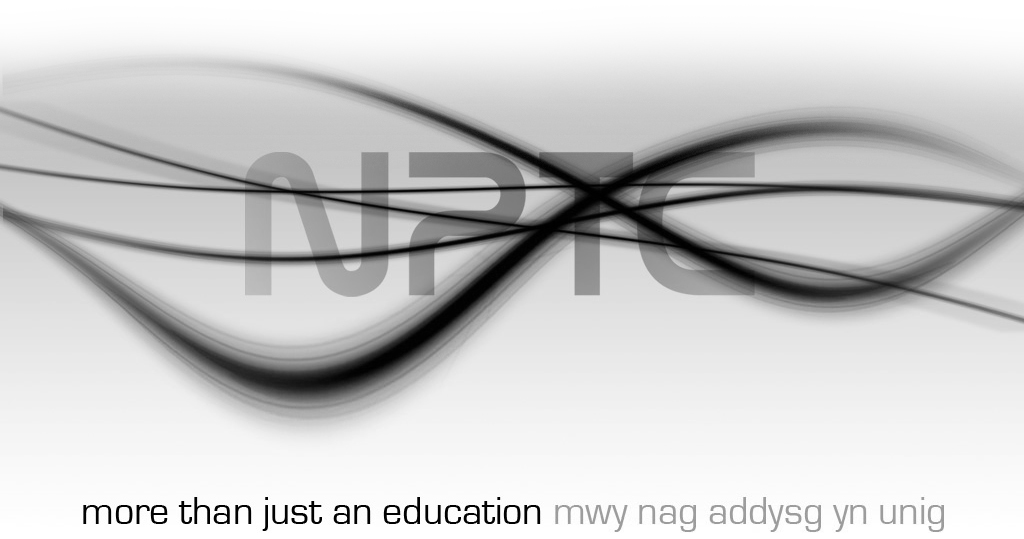
**UV20358 – Understanding**

**Customer Service in the Retail Centre**

**Workbook 1**

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| **Name:**  **Group:**  **Date of completion:**  **Tutor signature:** |

**Literacy Alert:**



**UV20358**

**Understanding Customer Service in the Retail Sector**

**Complete all questions in this workbook.**

1. Describe the key features of excellent customer service.

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2. Describe how excellent customer service affects a retail business.

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3. Describe the key features of unsatisfactory customer service.

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4. Describe how unsatisfactory customer service affects a retail business.

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5. Describe the main methods used by retail businesses to maintain and increase customer loyalty.

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6. Describe methods of approaching customers on the sales floor and the questioning and listening techniques for finding out what customers are looking for.

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7. Describe how customer feedback is collected and used to improve customer service.

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8. Explain the difference between customer service standards, customer service policies and customer service procedures.

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9. Describe the benefits to the customer of customer service standards, policies and procedures.

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10. Describe the benefits to retail businesses of customer service standards, policies and procedures.

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11. Describe the main types of customer complaints and problems.

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12. 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.

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13. Describe the key stages in resolving complaints to the customers’ satisfaction.

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