

	R	A	G	Comment
<u>LO1</u>				
Describe the principles of customer service. (1 Paragraph) <ol style="list-style-type: none"> 1. Greeting the customer 2. Interacting with the customer 3. Building a rapport 4. Identifying customer needs 5. Providing services and facilities for customers 6. Encouraging feedback from customers 7. Responding to feedback from customers 8. Meeting legal requirements 				
Describe situations when customers interact with retail businesses. (1 Paragraph) <ol style="list-style-type: none"> 1. Sales 2. Queries 3. Advice 4. Provision of product information 5. After sales 6. Complaints 7. Compliments 8. Across different retail channels 				
Describe how customer service delivery differs across retail channels. (1 paragraph) <ol style="list-style-type: none"> 1. Stores/shops 2. Online 				
<u>LO2</u>				
Describe needs of different types of retail customers. Give examples (2 Paragraphs) Needs: <ol style="list-style-type: none"> 1. Information 2. Health and safety 3. Security 4. Accessibility 5. Communication 6. Availability 7. Advice Types: <ol style="list-style-type: none"> 1. Existing 2. New 3. Individuals 				

Unit 1
Retail Business

<ul style="list-style-type: none"> 4. Groups 5. Different age groups 6. Different cultures/ethnicity 7. Those with additional needs 				
<p>Explain how retail businesses meet expectations of different types of customers. (2 Paragraphs)</p> <ul style="list-style-type: none"> 1. Meeting needs 2. Quality of service 3. Costs of service 4. Customer relationships 5. Brand image 				
<u>LO3</u>				
Design a mystery shopper checklist (10 points)				
Design a questionnaire (at least 10 questions)				
Carry out the Mystery shopper				
Carry out the questionnaire				
Analyse the findings from the mystery shop				
Analyse the findings from the questionnaire				
Write up the findings from the mystery shopper				
Present the findings from the questionnaire (charts and blurb)				
Draw a conclusion from the findings. (4 paragraphs)				