

Breakdown of LO1	
	Points you can include
<b>LO1</b>	
Describe the principles of customer service. (1 Paragraph each) AC1.1	
1. Greeting the customer	<ul style="list-style-type: none"> <li>• What does Tesco do when customers come in store?</li> <li>• Are there any welcoming messages on the website?</li> <li>• Is there anything that they don't do?</li> </ul>
2. Interacting with the customer	<ul style="list-style-type: none"> <li>• How do they communicate- (not in store) letters sent home, emails. etc.</li> <li>• Is there a form of communication online?</li> <li>• How do staff interact with their customers?</li> </ul>
3. Building a rapport	<ul style="list-style-type: none"> <li>• Why are customers loyal to Tesco?               <ul style="list-style-type: none"> <li>○ Club card</li> <li>○ Excellent customer service?</li> </ul> </li> </ul>
4. Identifying customer needs	<ul style="list-style-type: none"> <li>• Busy customers- Self-service. Deliveries</li> <li>• People with children: parking facilities, changing facilities</li> <li>• Dietary requirements- Vegan, Gluten free, Halal</li> <li>• Disabled customers- parking, special trollies</li> <li>• People on different budgets</li> </ul> <p>(You do not need to write about all of these try to add a couple of your own)</p>
5. Providing services and facilities for customers	Think about the range of customers and what exactly do they offer? Range of products, Café etc?
6. Encouraging feedback from customers	Do they ask for customer feedback?
7. Responding to feedback from customers	Do they listen to this feedback?
8. Meeting legal requirements	Think about factors such as: <ol style="list-style-type: none"> <li>1. 28 day return policy</li> <li>2. Ingredients in their food</li> <li>3. Expiry dates</li> </ol>

Describe situations when customers interact with retail businesses. (1 Paragraph each) AC1.2	
1. Sales	<ul style="list-style-type: none"> <li>• Think about the wide range of products Tesco sells</li> <li>• When the cashier asks how they pay</li> <li>• The situation of products</li> <li>• What the sales are like online</li> <li>• What the sales are like in store</li> <li>• Is there any small talk?</li> </ul>
2. Queries	<ul style="list-style-type: none"> <li>• Are the staff trained to deal with the queries?</li> <li>• Do customers have opportunities to ask questions</li> <li>• The customer service desk</li> <li>• Online- can they sell emails?</li> </ul>
3. Advice	<ul style="list-style-type: none"> <li>• Give examples of what the customer would need advice on</li> <li>• Can staff give recommendations</li> <li>• Can they ask for advice online</li> </ul>
4. Provision of product information	<ul style="list-style-type: none"> <li>• What may customers want to know and are Tesco able to provide this information well?               <ul style="list-style-type: none"> <li>○ Ingredients</li> <li>○ If they have items</li> <li>○ Prices</li> <li>○ Online- can customers read product information before making the purchase?</li> </ul> </li> </ul>
5. After sales	<ul style="list-style-type: none"> <li>• Returns policy</li> <li>• What if a product breaks etc.?</li> <li>• Getting money back/voucher</li> </ul> <p>Here, think about the range of products that Tesco sell and how the after sales will differ for example, the after sales for an expensive TV will differ when compared to a loaf of bread. Give examples here</p>
6. Complaints	What happens If customers make complaints?
7. Compliments	Do they share the nice things customers say?
8. Across different retail channels	<ul style="list-style-type: none"> <li>• How does the interaction occur online?</li> <li>• How does the interaction occur in store?</li> </ul>
Describe how customer service delivery differs across retail channels. Pick least 5 points- you can add your own. (1 paragraph each) AC1.3	
For each you must:	
<ol style="list-style-type: none"> <li>1. Describe what happens on line</li> <li>2. Describe what happens in store</li> <li>3. Compare them both</li> </ol>	
Points you can write about	
<ol style="list-style-type: none"> <li>1. Greeting the customer</li> </ol>	

Unit 1  
Retail Business

2. Interacting with the customer
3. Needs and expectations
4. Providing services and facilities for customers
5. Encouraging feedback
6. Sales
7. Queries
8. Advice
9. How to get information

For this task, you do not need to stick to the above help points only, if you have your own ideas, please do use them.

Breakdown of LO2	
	Points you can include
<b><u>LO2</u></b>	
Describe needs of different types of retail customers and explain how Tesco meet expectations of different types of customers. AC2.1 AC2.2	
1. Existing	<ol style="list-style-type: none"> <li>1. What are the needs of these customers?- Give actual examples</li> <li>2. How does Tesco cater for their needs?- use at least 4 of the points below. <ul style="list-style-type: none"> <li>• Information</li> <li>• Health and safety</li> <li>• Security</li> <li>• Accessibility</li> <li>• Communication</li> <li>• Availability</li> <li>• Advice</li> <li>• Meeting needs</li> <li>• Quality of service</li> <li>• Costs of service</li> <li>• Customer relationships</li> <li>• Brand image</li> </ul> </li> <li>3. Do they meet their needs well?</li> </ol>
2. New	<ol style="list-style-type: none"> <li>1. What are the needs of these customers?- Give actual examples</li> <li>2. How does Tesco cater for their needs?- use at least 4 of the points below. <ul style="list-style-type: none"> <li>• Information</li> <li>• Health and safety</li> <li>• Security</li> <li>• Accessibility</li> <li>• Communication</li> <li>• Availability</li> <li>• Advice</li> <li>• Meeting needs</li> <li>• Quality of service</li> <li>• Costs of service</li> <li>• Customer relationships</li> <li>• Brand image</li> </ul> </li> <li>3. Do they meet their needs well?</li> </ol>

<p>3. Individuals</p>	<ol style="list-style-type: none"><li>1. What are the needs of these customers?- Give actual examples</li><li>2. How does Tesco cater for their needs?- use at least 4 of the points below.<ul style="list-style-type: none"><li>• Information</li><li>• Health and safety</li><li>• Security</li><li>• Accessibility</li><li>• Communication</li><li>• Availability</li><li>• Advice</li><li>• Meeting needs</li><li>• Quality of service</li><li>• Costs of service</li><li>• Customer relationships</li><li>• Brand image</li></ul></li><li>3. Do they meet their needs well?</li></ol>
<p>4. Groups</p>	<ol style="list-style-type: none"><li>1. What are the needs of these customers?- Give actual examples</li><li>2. How does Tesco cater for their needs?- use at least 4 of the points below.<ul style="list-style-type: none"><li>• Information</li><li>• Health and safety</li><li>• Security</li><li>• Accessibility</li><li>• Communication</li><li>• Availability</li><li>• Advice</li><li>• Meeting needs</li><li>• Quality of service</li><li>• Costs of service</li><li>• Customer relationships</li><li>• Brand image</li></ul></li><li>3. Do they meet their needs well?</li></ol>
<p>5. Different age groups</p>	<ol style="list-style-type: none"><li>1. What are the needs of these customers?- Give actual examples</li><li>2. How does Tesco cater for their needs?- use at least 4 of the points below.<ul style="list-style-type: none"><li>• Information</li><li>• Health and safety</li><li>• Security</li><li>• Accessibility</li><li>• Communication</li><li>• Availability</li></ul></li></ol>

	<ul style="list-style-type: none"><li>• Advice</li><li>• Meeting needs</li><li>• Quality of service</li><li>• Costs of service</li><li>• Customer relationships</li><li>• Brand image</li></ul> <p>3. Do they meet their needs well?</p>
6. Different cultures/ethnicity	<p>1. What are the needs of these customers?- Give actual examples</p> <p>2. How does Tesco cater for their needs?- use at least 4 of the points below.</p> <ul style="list-style-type: none"><li>• Information</li><li>• Health and safety</li><li>• Security</li><li>• Accessibility</li><li>• Communication</li><li>• Availability</li><li>• Advice</li><li>• Meeting needs</li><li>• Quality of service</li><li>• Costs of service</li><li>• Customer relationships</li><li>• Brand image</li></ul> <p>3. Do they meet their needs well?</p>
7. Those with additional needs	<p>1. What are the needs of these customers?- Give actual example.</p> <p>2. How does Tesco cater for their needs?- use at least 4 of the points below.</p> <ul style="list-style-type: none"><li>• Information</li><li>• Health and safety</li><li>• Security</li><li>• Accessibility</li><li>• Communication</li><li>• Availability</li><li>• Advice</li><li>• Meeting needs</li><li>• Quality of service</li><li>• Costs of service</li><li>• Customer relationships</li><li>• Brand image</li></ul> <p>4. Do they meet their needs well?</p>

<b>LO3</b>	
<b>Mystery shopper</b>	
Design a mystery shopper checklist (10 points)	Set 10 questions that you can ask the mystery shopper to do for you (we did this in class). Think about the full journey, remember this is where you give the customer instructions that they will follow in Tesco. Some ideas can include: <ul style="list-style-type: none"> <li>• Parking</li> <li>• Trolleys</li> <li>• Did they find their products easily?</li> <li>• Toilets</li> <li>• Queue length</li> </ul>
Carry out the Mystery shopper	
Write up the findings from the mystery shopper	What exactly did you find?
Analyse the findings from the mystery shop	What does this show you?
<b>Questionnaire</b>	
Design a questionnaire (at least 10 questions)	Design a questionnaire with 10 question (we did this in class). Ask a range of questions, you should want to ask about: <ul style="list-style-type: none"> <li>• The customer themselves</li> <li>• Their wants/needs</li> <li>• Prices</li> <li>• How often they go?</li> <li>• Etc.</li> </ul>
Carry out the questionnaire	Ask at least 10 people to complete the questionnaire
Analyse the findings from the questionnaire/ Present the findings from the questionnaire (charts and blurb)	Create charts that show the findings with each chart have a short blurb that answers- <ul style="list-style-type: none"> <li>• Why you asked that question</li> <li>• What the findings show you</li> <li>• What it means for Tesco.</li> </ul>

Draw a conclusion from the findings.	Write an overall conclusion from the questionnaire that sum up what you have found.			
<b>Secondary research log</b>				
Secondary research log	Make a list of all the websites that you have used. Create a table like below and fill it out.			
	Source	Information found	Comments	Validity of website
	The link to the website you used	What exactly did you find?	What I it show you (your conclusion)	Is the website something that you
<b>Conclusion</b>				
What do your findings show you	Overall what did you find?			