

## **Unit 49: Develop customer relationships**

<b>Unit code:</b>	D1
<b>Unit reference number:</b>	T/601/1526
<b>QCF level:</b>	2
<b>Credit value:</b>	6
<b>Guided learning hours:</b>	40

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### **Unit summary**

When the learner deals with their customers regularly, they want to make each occasion a good customer experience. The impression the learner creates and the way the service is delivered affects this in just the same way as when they deal with a customer only once. However, a longer-term relationship with a repeat customer also depends on building up their customer's confidence in the service that the learner offers. Loyalty and a long-term relationship rely on the customer having a realistic view of the organisation's service and being comfortable with it. The learner's customer will return to their organisation if they feel confident that they will receive excellent service because they have enjoyed good customer experiences with the learner before.

### **Assessment requirements/evidence requirements**

- 1 The learner's evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this unit, evidence based on a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this unit.
- 2 The learner may collect the evidence for the unit through work in a private sector organisation, a not-for-profit organisation or a public services organisation.
- 3 The learner must provide evidence that shows they have done this over a sufficient period of time with different customers on different occasions for their assessor to be confident that they are competent.

- 4 The learner's communication with customers may be face to face, in writing, by telephone, text message, email, internet (including social networking), intranet or by any other method they would be expected to use within their job role.
- 5 The learner must provide evidence of taking actions to meet the needs and expectations of their customer and of their organisation:
  - a without being asked by their customer
  - b at their customer's request.
- 6 The learner must include evidence that they have balanced the needs of their customers and their organisation by:
  - a making use of alternative products or services offered by the organisation
  - b varying the service they would normally offer within organisational guidelines
  - c saying 'no' to their customer and explaining the limits of their organisation's service offer.

### **Assessment methodology**

This unit is assessed in the workplace or in conditions resembling the workplace. Learners can enter the types of evidence they are presenting for assessment and the submission date against each assessment criterion. Alternatively, centre documentation should be used to record this information.