

# Course Information Sheet

## Award in Retail Customer Service Level 1



Learn the secrets of retail customer service excellence in just 2 days! This Level 1 qualification equips you with the skills to provide exceptional service, build customer loyalty, and thrive in a retail environment.

### Course Description:

This intensive two-day program is designed for those with no prior experience in retail customer service. Through a blend of interactive activities, discussions, and practical exercises tailored to the retail sector, you'll gain a strong foundation in the key principles of providing outstanding customer care. You'll learn how to effectively communicate with customers, handle enquiries and complaints professionally, and build strong relationships that contribute to a positive and successful retail experience.

### What will I learn?

- **Day 1:**
  - The role of customer service in the retail industry.
  - The qualities and attributes of a successful retail customer service representative.
  - Effective communication skills for interacting with customers in a retail setting.
  - Techniques for handling customer enquiries and resolving complaints specific to retail situations.
  - Product knowledge and customer service best practices relevant to the retail industry.
- **Day 2:**
  - Identifying and exceeding customer expectations in a retail environment.
  - Dealing with challenging customer interactions and conflict resolution in retail settings.
  - Retail customer service policies and procedures.
  - Using technology to enhance the customer experience in retail.

### How will I be assessed?

- Formative assessment will be ongoing throughout the course through participation in discussions, group activities, role-plays simulating retail scenarios, and product knowledge quizzes.
- Summative assessment will involve a written exam testing your understanding of retail customer service principles and a practical customer service scenario role-play set in a retail environment.

### Who is this course for?

This course is ideal for:

- Individuals with no prior experience in retail customer service seeking to enter the field.

- Those currently working in retail who want to develop their customer service skills and gain a formal qualification.
- Anyone interested in a career in retail and wants to build a strong foundation in customer service.

### **Progression Opportunities:**

Upon successful completion of this course, you can progress to:

- Award in Retail Customer Service Level 2
- Diploma in Customer Service (focusing on Retail)
- A range of retail specific apprenticeships

### **Career or Job Enhancement Pathways:**

This course can be a stepping stone to a variety of careers in retail customer service, including:

- Retail Sales Assistant
- Customer Service Representative (Retail)
- Department Manager (Retail)
- Visual Merchandiser (Retail)
- Assistant Store Manager (Retail)

### **How do I enrol?**

To apply for this course online at [www.oucoursesouthwest.co.uk](http://www.oucoursesouthwest.co.uk) and simply click on the 'How to Enrol' button and complete the Enrolment Form and one of our customer service team will be in touch or call to speak to one of our friendly Learning Advisors on 01752 660713. You will be invited to undertake an initial assessment to ascertain your levels of English and maths prior to entry on this course of study.

### **How will the course be delivered?**

This is a practical course, and the sessions will include tutor-led demonstrations, learner-led group activities, instruction and repetition. These will form part of the delivery together with one-to-one support as required.

### **Will I need to practise outside the classroom?**

You will be encouraged to review your notes between lessons to ensure maximum benefit from your course. It is always useful to practise your skills between sessions. Your tutor may encourage home learning, or independent research.

### **How will I know I'm making progress?**

During the first session, your tutor will discuss your goals and current level in relation to the course. Based on this assessment, you will agree individual targets which you will record in your individual learning plan (ILP). You and your tutor will review your targets regularly to ensure that you are making progress; these will be written in your individual learning plan.

**What will I need?**

Please bring a notepad, and pen to each session. You may wish to bring a file for any handouts. A laptop with internet access is required for completion of coursework and home learning outside of the classroom.

**Please note:**

Most courses attract a subsidy from the Education and Skills Funding Agency (ESFA). It is a requirement of the ESFA that you complete various forms at different stages of your course, further information is available on request. Courses are subject to a minimum number of enrolments and could be cancelled if recruitment is low. In some cases, an alternative class at a different location may be offered.

Terms and conditions are available at

<https://www.onscoursesouthwest.co.uk/learner-information/essential-information-for-every-learner>

Room numbers are subject to change - please check when you arrive at the venue.

