

# Understand customers

## UBU20

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The aim of this unit is to develop your knowledge and understanding of what a customer is. You will learn about the different types of customers and their own individual needs. You will also learn about customer dissatisfaction and how to retain loyal customers.

Level

2

Credit value

2

GLH

17

Observation(s)

0

External Paper(s)

0



## Learning outcomes

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**On completion of this unit you will:**

1. Understand different types of customers
2. Understand the value of customers and their loyalty

## Evidence requirements

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### 1. Knowledge outcomes

There must be evidence that you possess all the knowledge and understanding listed in the Knowledge section of this unit. In most cases this can be done by professional discussion and/or oral questioning. Other methods, such as projects, assignments and/or reflective accounts may also be used.

### 2. Tutor/Assessor guidance

Your tutor **must** refer to the '**Skills CFA Assessment Strategy**' when delivering this unit. This can be found on [www.vtct.org.uk](http://www.vtct.org.uk) under the relevant qualification page.

You will be guided by your tutor/assessor on how to achieve learning outcomes in this unit. All outcomes must be achieved.

For guidance on the assessment material for some individual units please refer to the '**Assessment Guidance**'. This can be found on [www.vtct.org.uk](http://www.vtct.org.uk) under the relevant qualification page.

### 3. External paper

There is no external paper requirement for this unit.

# Developing knowledge

## Achieving knowledge outcomes

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You will be guided by your tutor and assessor on the evidence that needs to be produced. Your knowledge and understanding will be assessed using the assessment methods listed below\*:

- Projects
- Observed work
- Witness statements
- Audio-visual media
- Evidence of prior learning or attainment
- Written questions
- Oral questions
- Assignments
- Case studies
- Professional discussion

Where applicable your assessor will integrate knowledge outcomes into practical observations through professional discussion and/or oral questioning.

When a criterion has been orally questioned and achieved, your assessor will record this evidence in written form or by other appropriate means. There is no need for you to produce additional evidence as this criterion has already been achieved.

Some knowledge and understanding outcomes may require you to show that you know and understand how to do something. If you have practical evidence from your own work that meets knowledge criteria, then there is no requirement for you to be questioned again on the same topic.

\*This is not an exhaustive list.

## Relationship to National Occupational Standards

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This unit is linked to Customer Service (2013) National Occupational Standards.

## Learning outcome 1

Understand different types of customers

You can:	Portfolio reference
a. Explain the distinctions between internal and external customers	
b. Explain how cultural factors can affect customers' expectations	
c. Describe the characteristics of challenging customers	
d. Explain how to identify dissatisfied customers	

## Learning outcome 2

### Understand the value of customers and their loyalty

You can:	Portfolio reference
a. Explain how the achievement of the customer service offer contributes to enhancing customer loyalty	
b. Explain the relationship between customer satisfaction and organisational performance	
c. Explain how the reputation and image of an organisation affects customers' perceptions of its products and/or services	
d. Explain the potential consequences of customers' dissatisfaction	
e. Describe different methods of attracting customers and retaining their loyalty	

# Notes

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