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**Tracking sheet – Customer Experience**

The aim of this unit is to develop learners’ understanding of what good customer experience means, how it can be given and why it is important.

**Level 1**

**Learner name Centre name**

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| **To do this you must** | **Evidence location** |
| 1. Understand features of good customer experience
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| * 1. State what is meant by customer experience
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| * 1. Give examples of the benefits of delivering consistently high-quality customer experience
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| 1. Understand customer needs and how different   organisations try to meet them
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| * 1. Give an example of an organisation and the services/ products they offer
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| * 1. Describe how an organisation delivers a good customer experience
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| * 1. Give examples of how an individual member of staff can deliver a good customer experience
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| * 1. Give examples of ways organisations can gather customer feedback
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| 1. Be able to review examples of customer service.
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| * 1. Give examples of a time you have received good customer service
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| * 1. Give examples of common customer complaints
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| * 1. Describe how you could respond to a customer complaint
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| **Assessor feedback** |
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| **Assessor declaration** I confirm that the details above are correct, that the evidence submitted is the learner’s own work and that the learner meets all the requirements for the unit: |
| Learner Name Assessor Name Learner Signature Assessor SignatureDate Date  |