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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.

**SCQF Level 5**

**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. Give examples of barriers to providing effective customer experience
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| 1. Understand customer needs and how different organisations try to meet them
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| * 1. Compare the services/ products offered by at least two different organisations
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| * 1. Describe how at least two organisations deliver a good customer experience
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| * 1. Explain how an individual member of staff can deliver a good customer experience
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| * 1. Describe how 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 when you have received good customer service
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| * 1. Give examples of common customer complaints
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| * 1. Explain how you could respond to two different types of 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  |