



ASSESSMENT **WORKBOOK**

Understanding Your Customers
M/615/2286

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Introduction

This workbook has been developed so that you are able to collect and present evidence that demonstrates your knowledge and skills in relation to identifying the needs of customers.

There are different sections that make up this workbook in order to make sure you are able to complete all of the tasks necessary but you will be provided with support as you move along by your Assessor.

Further learning materials and support is available through your studying membership of the Institute of Enterprise and Entrepreneurs. If you haven't yet received your login please speak to your Assessor who will be happy to sort this out for you.

This unit contains two learning outcomes and will support you to be able to:

- Identify customer needs
- Understand and demonstrate appropriate customer care

The evidence within this workbook will be assessed by,

Assessor Name:

and will be quality assured by,

Internal Quality Assurer Name:

Your Assessor will support you to plan how best to demonstrate your knowledge and skills which may be through the completion of the activities within this workbook or may include additional tasks best suited to you.

If any additional tasks are to be completed these will be listed in the table below with target dates for which you should try your best to complete each task listed.

Task	Target Date	Re-planned Target Date
Completion of the activities included within this workbook		

By signing below you agree to completing the work as detailed above and working with your Assessor to achieve this by the deadlines indicated.

Learner Name:

Signature:

Date:

Assessor Name:

Signature:

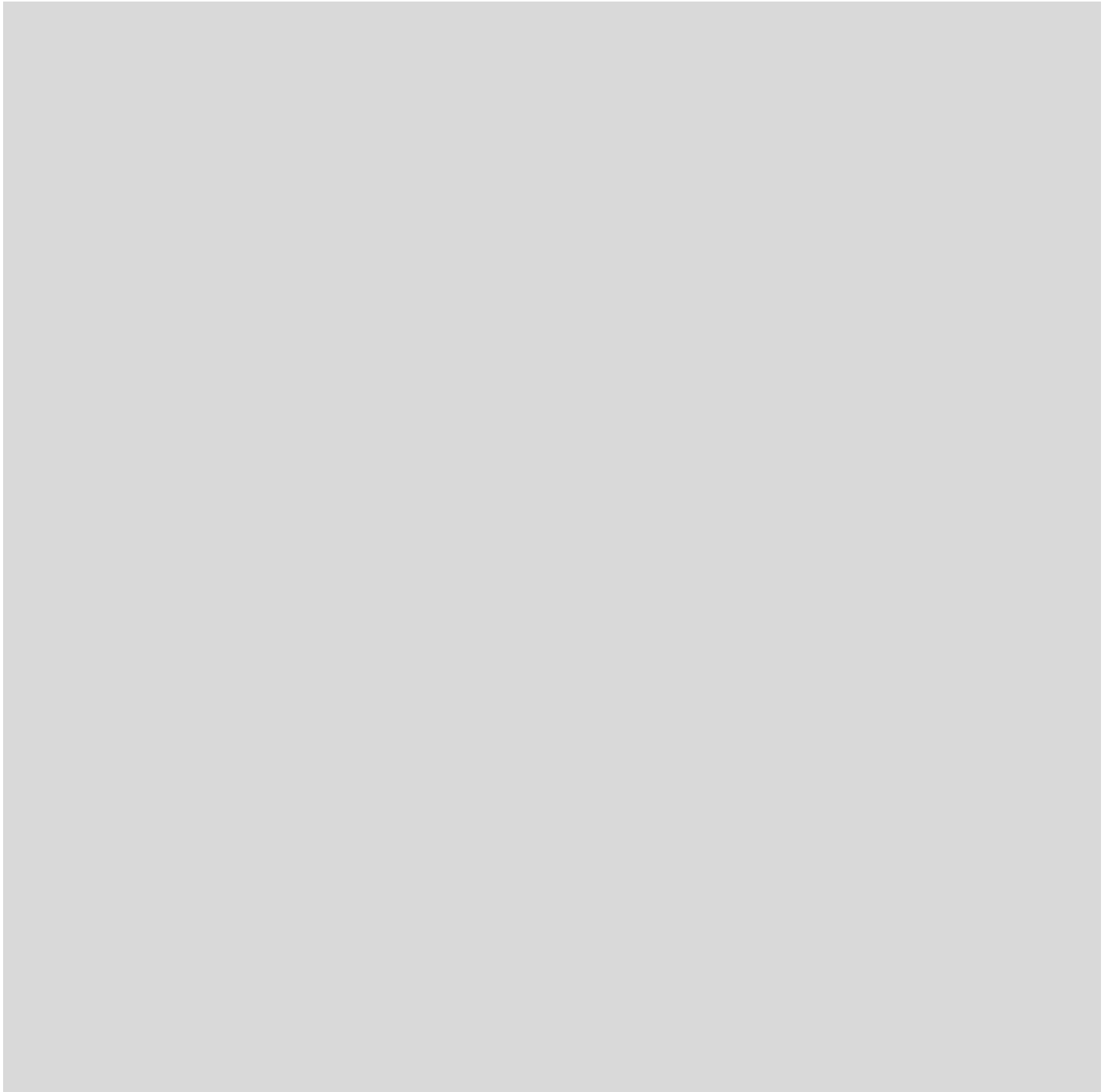
Date:

Activities

Activity 1

To understand what a customer needs it's important to put yourself in their shoes. We've all been customers of some type in our lives and so have an understanding of the needs we have as a customer.

Using the box below, identify the types of needs customers have using your own experiences



Activity 2

Customer needs change dependent on the type of business and service they are looking to engage with. Within a setting of your own choice list three examples of needs you believe a customer would have.

Type of business/environment

Need 1:

Need 2:

Need 3:

Activity 3

Once you understand what a customer needs it is important to understand how to give them the best possible experience to encourage them to keep coming back to you and not to your competitors.

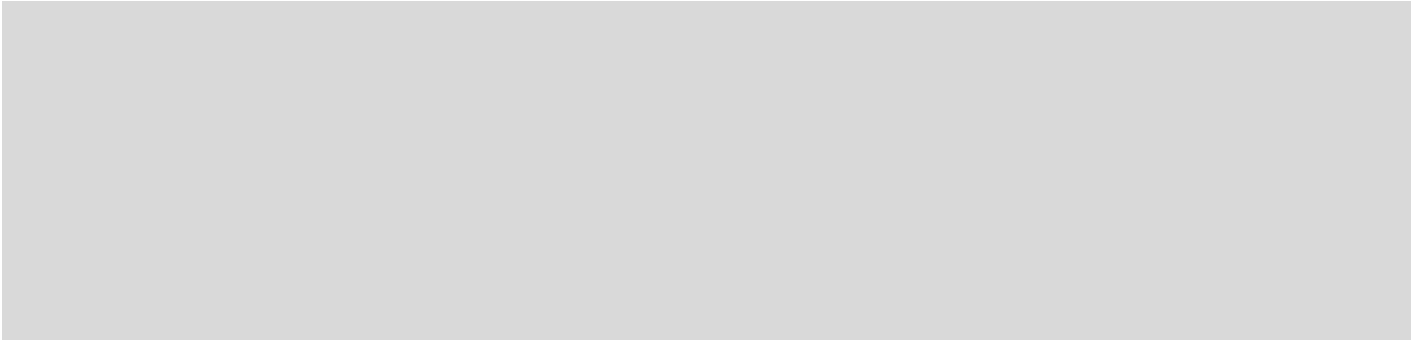
Customer care is vital to this but do you know what customer care actually means?

Using the box below, provide a definition for the term 'customer care' that would help another person to understand what it means

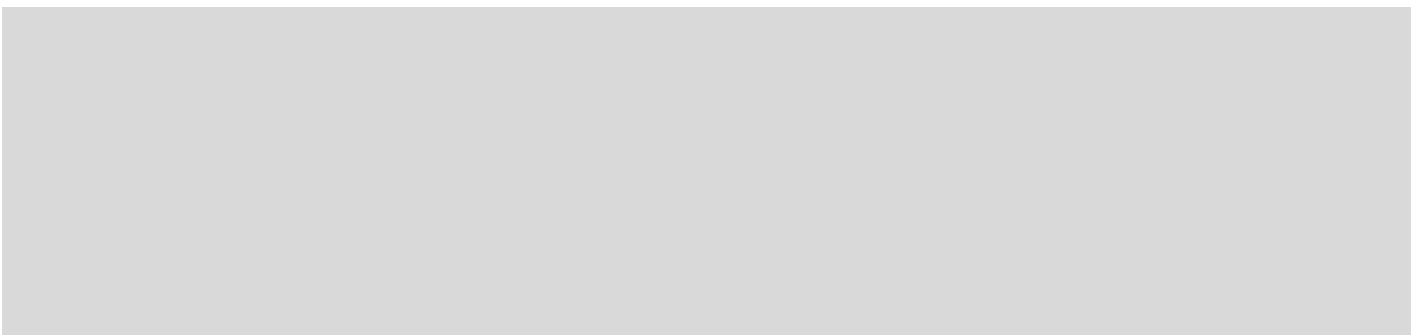
Customer Care means...

Can you think of three examples of what would count as customer care within the definition you have provided?

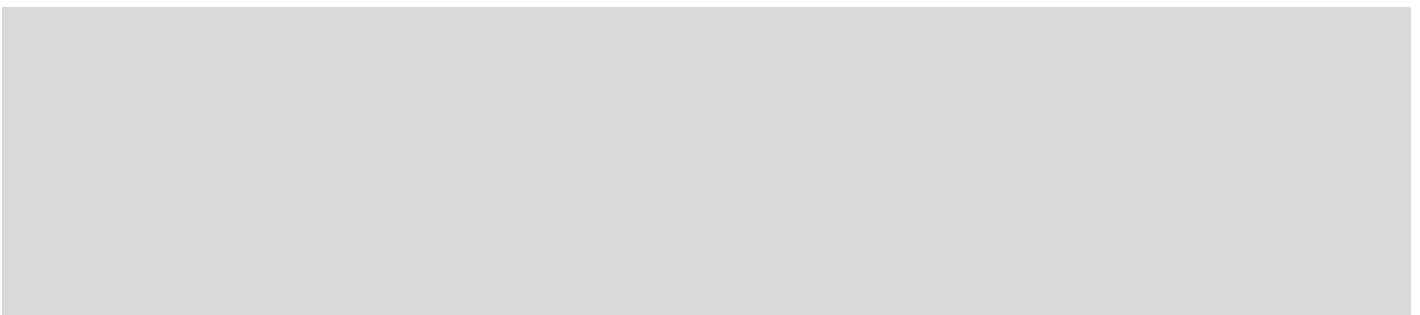
Example 1



Example 2



Example 3



Activity 4

Now it's time to put this into practice, demonstrate your abilities, behaviours, knowledge and skills relating to customer care within a situation familiar to yourself. This does not necessarily need to be within a work environment as you will come into contact with customers in many different places.

As the Assessor for.....I confirm that I have witnessed them present themselves appropriately and provide customer care to a high standard using appropriate verbal and non-verbal communication techniques ensuring that they were fully understood and that they identified and addressed the needs of the customer.

Assessor Name:

Signature:

Date:

Activity Mapping

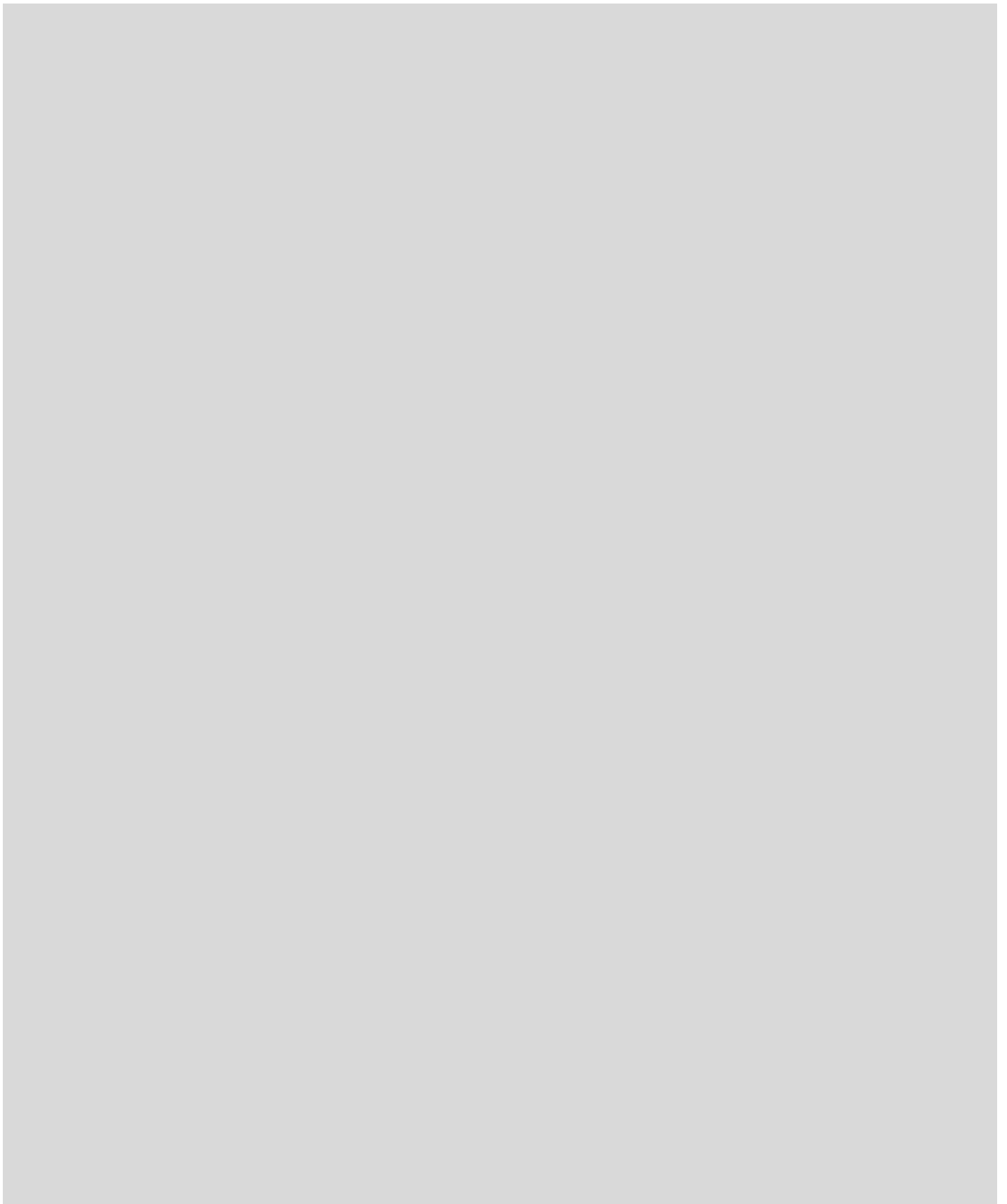
Now you have completed the activities to demonstrate your knowledge and skills it is time for your Assessor to map your work against the standards listed below.

By doing this they will be making sure that the work you have provided by completing the activities meets the requirements for you to gain your certificate.

Your Assessor will provide you with feedback on how you have done and whether any more work may be required.

Assessment Criterion - The learner can:	Activity Number or Reference Number of Additional Activities:	Assessor Signed Off (✓/X):
Identify own needs as a customer	1	
Provide three examples of customer needs within a straightforward context	2	
Provide three examples of appropriate customer care	3	
Use appropriate customer care within a familiar setting based on identified customer needs	4	

Assessor Feedback



Authenticity Declarations

Learner Declaration

By signing this declaration you agree that the evidence provided within this workbook has been produced by you and meets the requirements of being authentic, sufficient, valid and current to the standards required.

Learner Signature:

Date:

Assessor Declaration

By signing this declaration you agree that you have assessed all of the evidence produced within this workbook and have ensured that the work is that of the learner. You are also declaring that during the learning process you have ensured that the evidence is authentic, sufficient, valid and current to the standards required.

Assessor Signature:

Date:

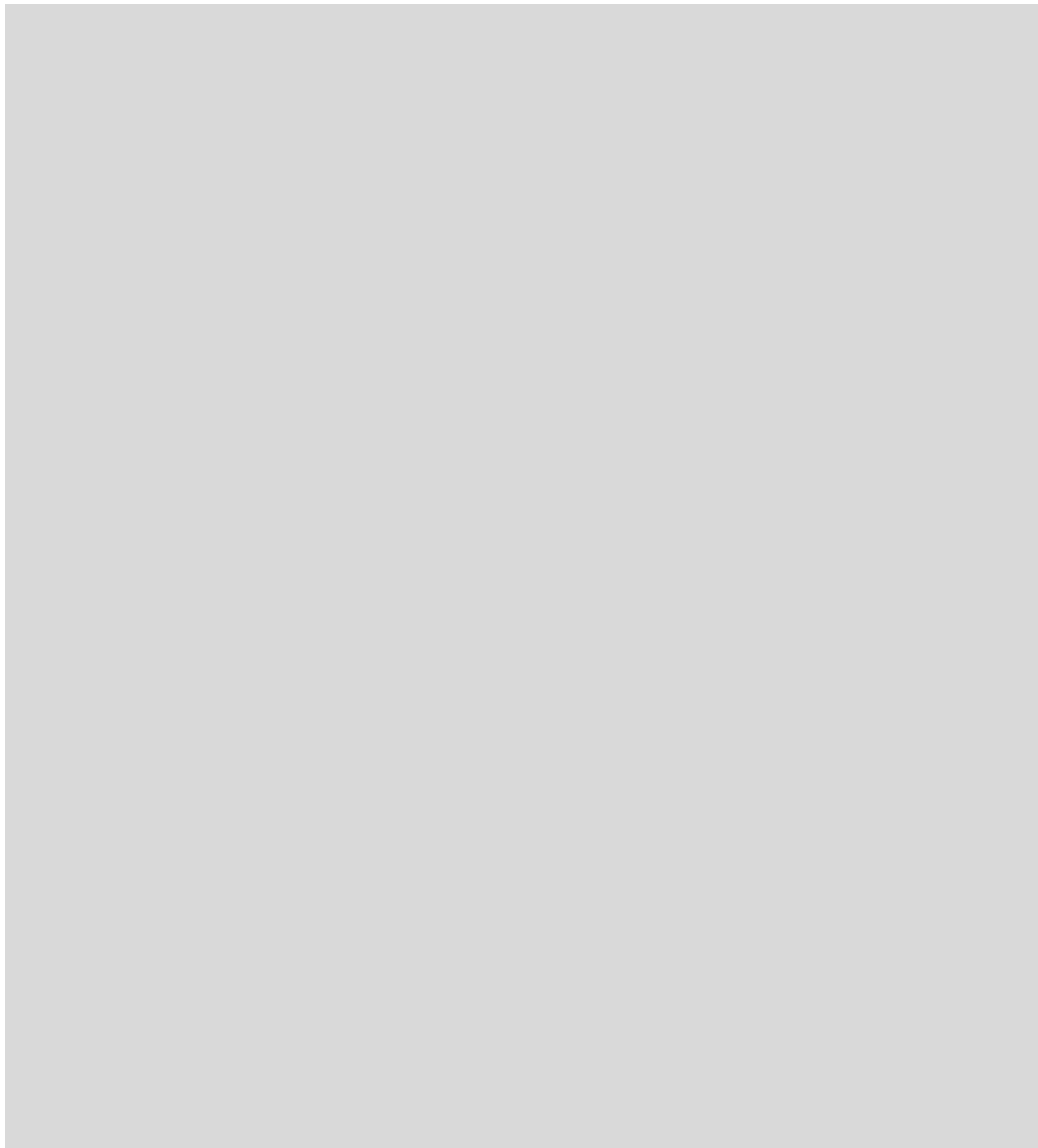
IQA Signature (if applicable):

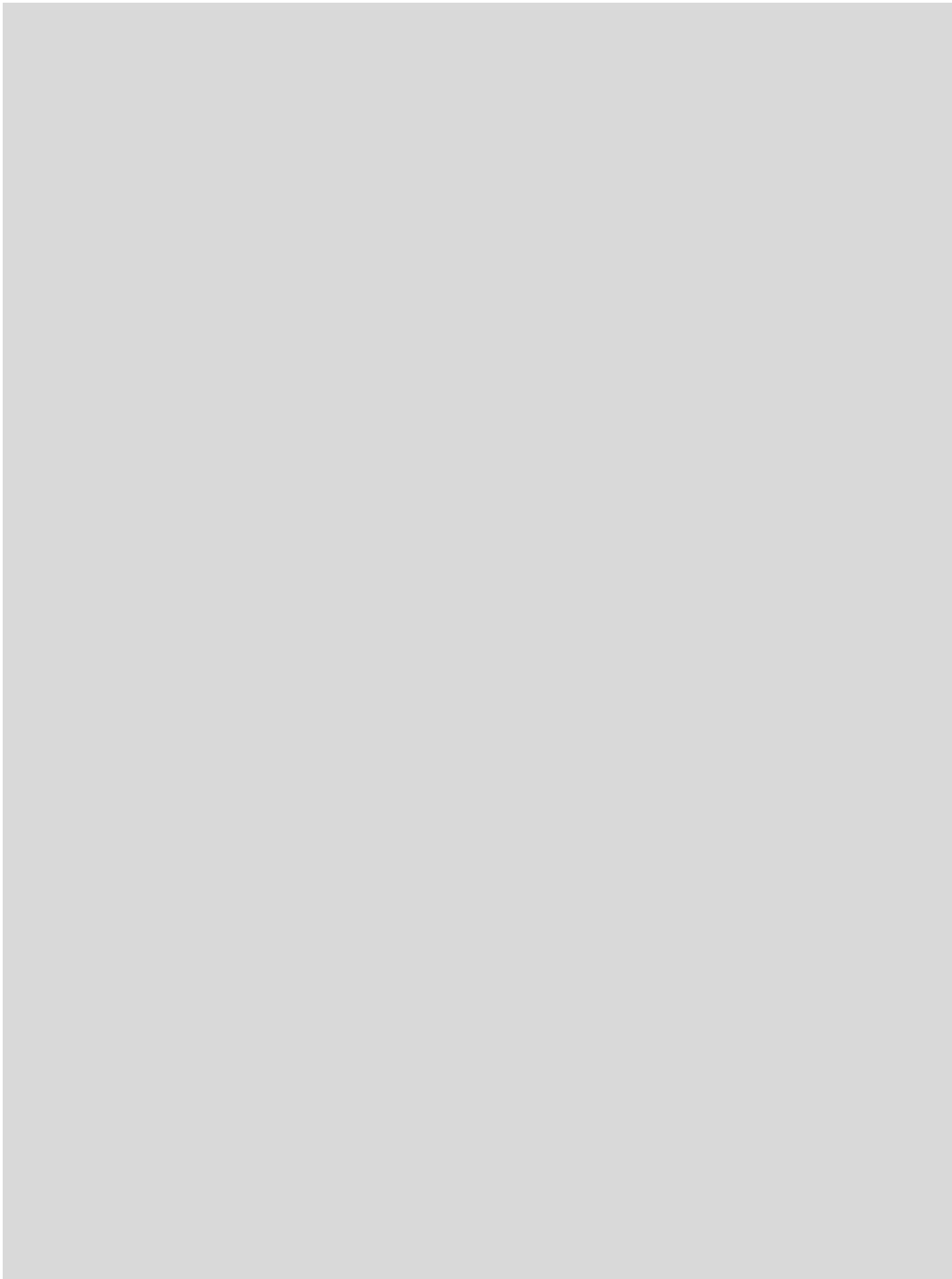
Date:

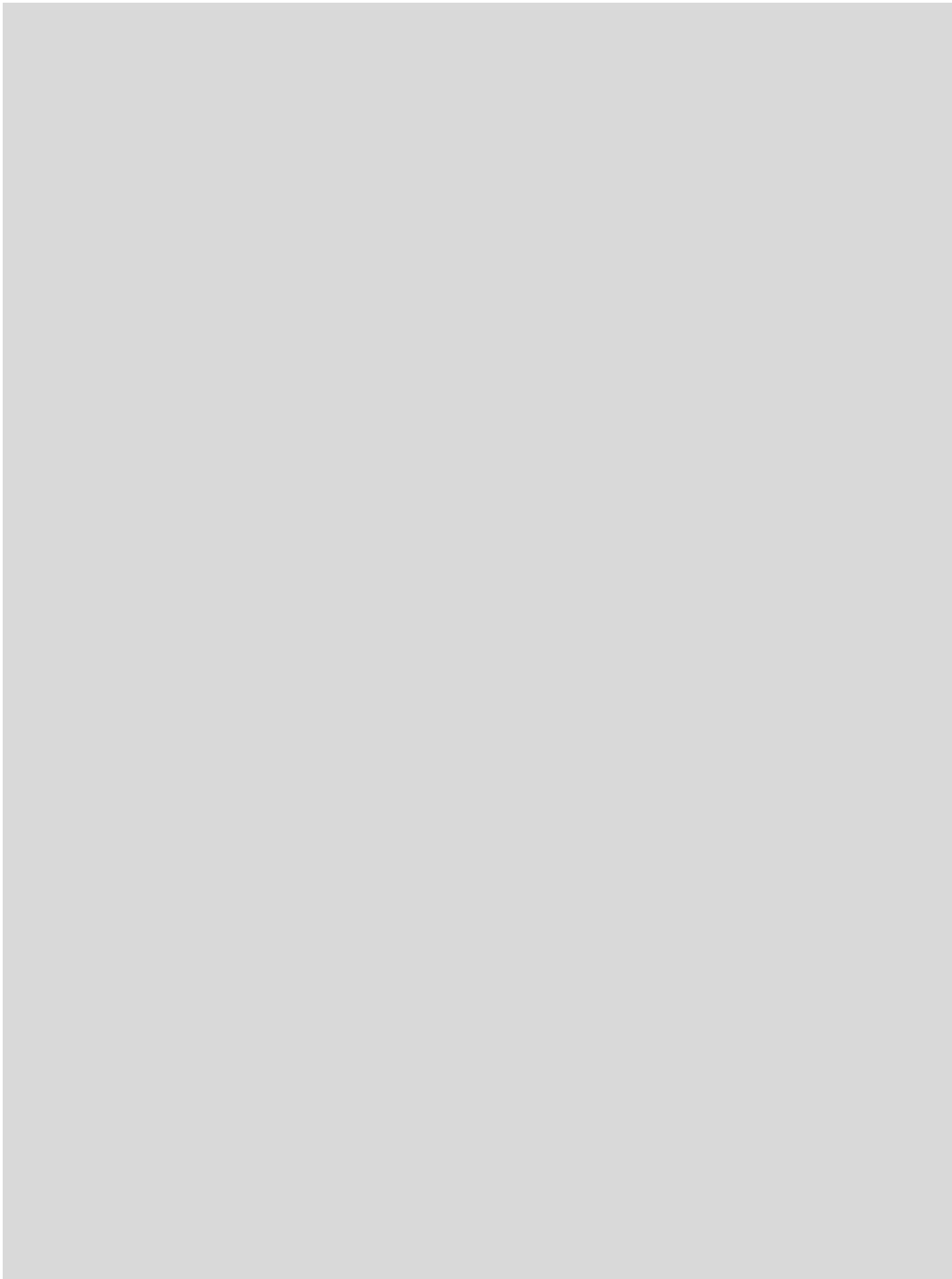
Additional Evidence Forms

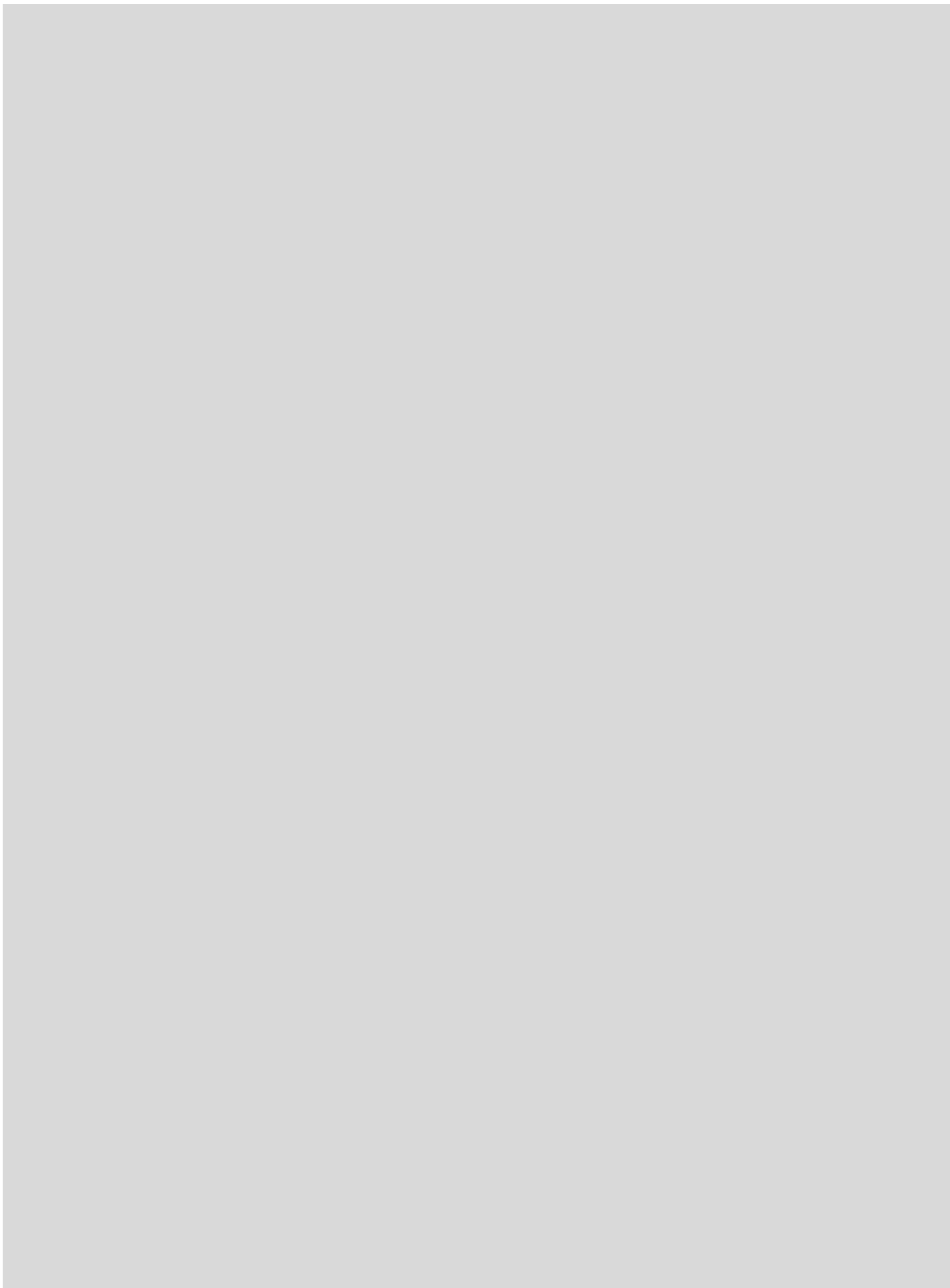
Use these additional forms in order to record additional evidence for the activities within this workbook where additional space is required.

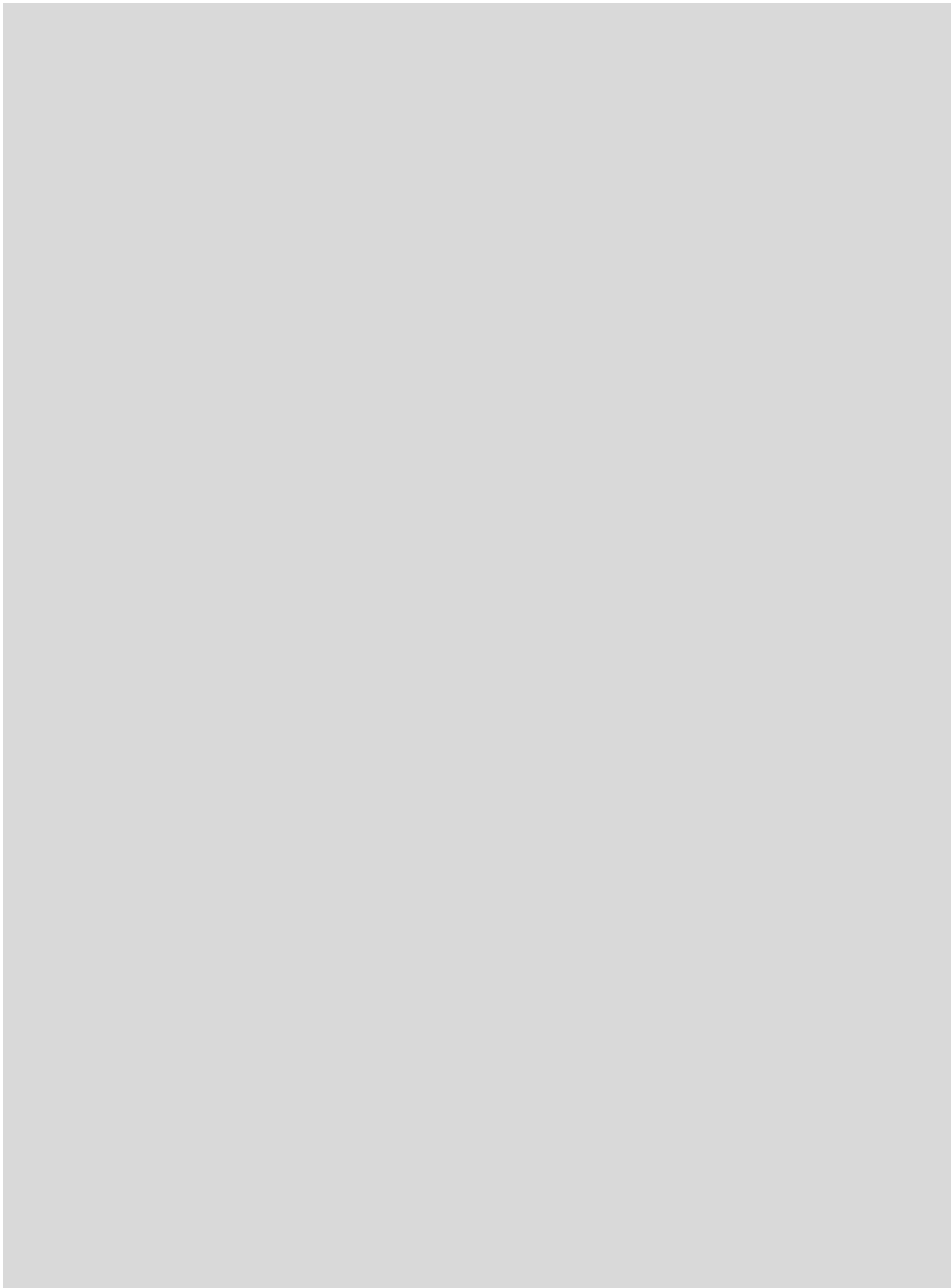
Ensure that each piece of evidence entered on these forms is clearly labelled with the corresponding activity number.

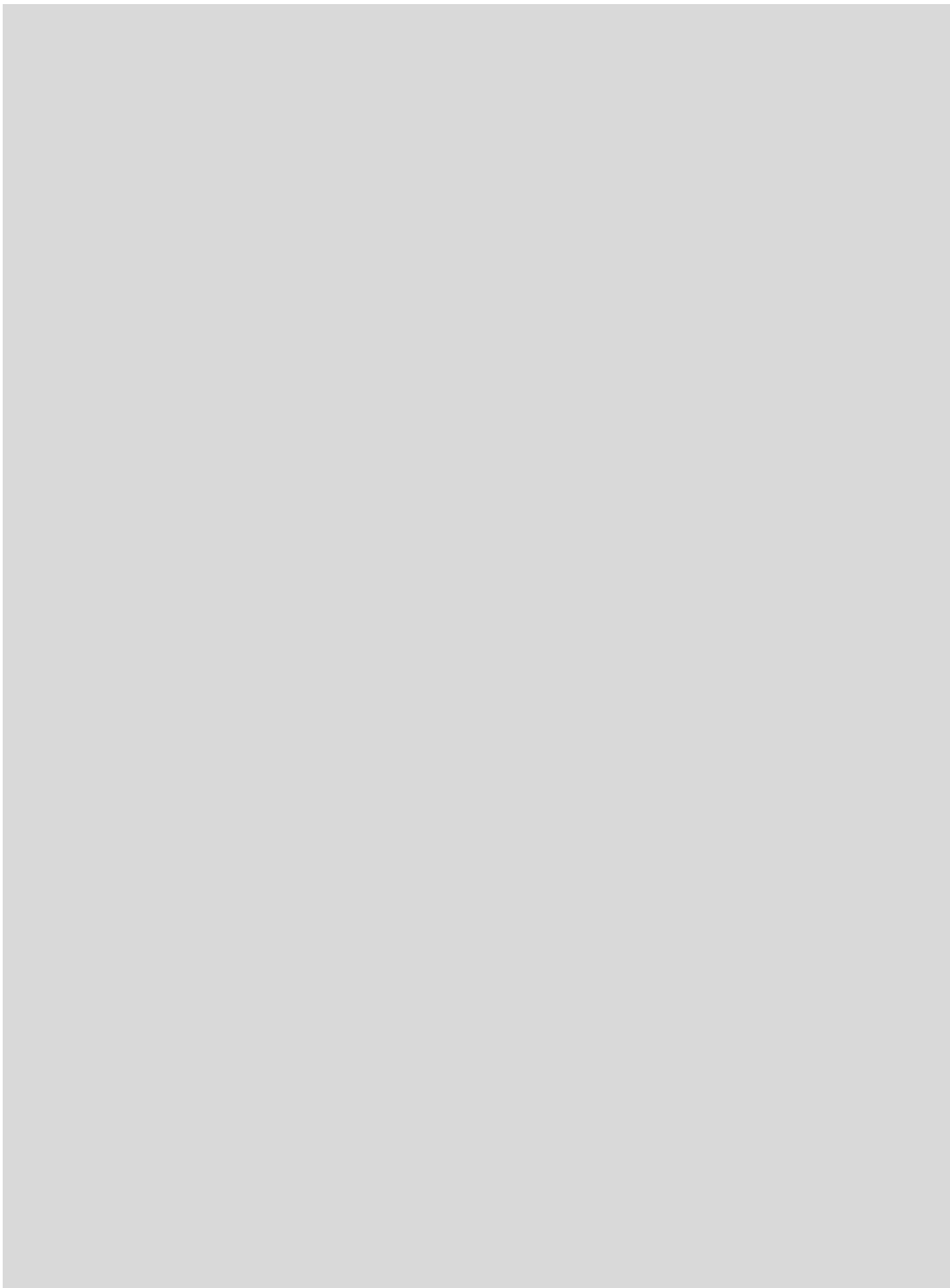












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