**Level 3 Retail – Taster Work**

This qualification enables the learner to develop their skills and knowledge in the retail sector and help them gain an insight into the main aspects of Retail in order that they understand the main aspects of working in retail and the knowledge and understanding that employers look for.

The course involves completing 6 Units involving different aspects of Retail and completing different tasks and assignments to build a portfolio of evidence. Some of the units are completed online. Each Unit needs to be passed in order to gain the qualification. This course is worth 16 UCAS points.

Please find the preparation work below

Please complete the following work as a word document with your name at the top and the following information added as a header:



**Research task**

Research into customer service and add the following to your document

1. A definition of customer service

2. 5 features of good customer service

3. A definition of customer loyalty

**Written task**

1. **Look at the case study of good customer service using the link below:**

<https://sway.office.com/m9zyxTNN4czgA8mq?authoringPlay=true&publish>

Using examples from the case study discuss:

* Whether the experience is likely to encourage customer loyalty and reasons why.
* The likelihood of the customer remaining loyal to the business. Explain how the customer service experience has an effect on customer loyalty

Finally, give six reasons why it is important to that retailer to have loyal customers by giving examples from these case study and reasons for why the standard of service will encourage them to remain loyal to the retail business

**When completing aspects of the task, please bear in mind the following positive effects of good customer service**

* repeat business
* increased sales
* word-of-mouth recommendations
* feedback opportunities
* increased market share
* long-term survival of the retail business
* quality of product
* quality of service
* responding to needs
* confidence
* repeat custom
* trust
* attention to detail