

**BTEC Nationals**

# **IVA – LEARNER INSTRUCTIONS**

**Edexcel Level 3 BTEC National Award**

**Retail**

**Unit 3: Customer Service**

**Issued June 2004**

For use during the remainder of the duration of operation  
of the specification issued for September 2003



# INSTRUCTIONS FOR LEARNERS COMPLETING IVAs

1. The Integrated Vocational Assignment (IVA) is a compulsory part of your qualification. If you do not complete the IVA you may not receive your certificate.
2. Your tutor(s) will tell you how long you have to complete the IVA and the access you may have to resources.
3. Read the IVA carefully and make sure that you understand the work you should hand in and what is required of you. If you are uncertain, discuss it with your tutor(s).
4. The IVA requires you to work by yourself and to produce original work. You should not share your work with any other learners. For example, if you produce an illustration or diagram electronically, you should not give it to another learner. Similarly, you should not accept and use such information from others. You are required to sign that the work submitted is your own.
5. If you work in a group at any stage, you must present your own responses to each task for assessment.
6. Information taken from sources for research, e.g. internet and textbooks, must be identified and not presented as your own work. You should list the sources used.
7. Some tasks may require Observation Records/Witness Statements. Your tutor(s) will organise for these to be completed and you must attach these to your submitted work.
8. In presenting your final work, you should not include draft work or reference materials such as handouts, notes and leaflets, unless the tasks specifically ask you to do so.
9. Presentation of your work:
  - Check that you have completed all tasks.
  - Label work with the appropriate task/sub task number.
  - Present tasks in the correct order.
  - Label each page with your name and page number.
  - Submit all electronic materials in paper format
  - Clearly label video or audio tapes submitted as part of your assignment.
  - All papers should be securely bound.
  - The completed IVA should NOT be presented in plastic envelopes, a box file or a lever arch file.

# YOUR ASSIGNMENT TASKS

## SCENARIO

You have been recruited onto a retail Management Training Programme (MTP) for a well - known supermarket chain that has taken over an independent family run department store. The store consists of thirty individual departments including furniture, furnishings, and linens, white and brown goods, haberdashery, hosiery and luggage, as well as men's, ladies' and children's clothing. There is the usual selection of perfumery/cosmetic houses and twenty shop-in-shops, ten of which offer ladieswear, two menswear, two shoe concessions and the remaining six trade in items such as pianos/organs, glassware, china/porcelain, jewellery, home textiles and bed linens, and sports equipment. The store also offers services and facilities such as a wedding list service, personal shopper, store account card, home delivery, alterations and gift wrapping.

It has been identified by the group's Sales Director that the department store has a high percentage of customer complaints and returned goods. Also there is no structured staff training and development programme. Although the group already has training procedures for existing staff working in the supermarket division, as well as liP (Investors in People) status, it has been agreed that the department store culture warrants its own training and development programme, with a particular emphasis on customer service. The Human Resources Manager has asked you to work with the Group Training and Development Officer to investigate policies, procedures and customer service standards for the department store division. You will be helping to produce a new staff induction pack for the department store.

## TASK 1

Because of the high volume of customer complaints in the department store, the Group Training and Development Officer has discussed with you the principles and importance of customer service to the future success of the Group. The supermarket division has always been proud of its service standards, which provide for a variety of customers and their needs. It expects the department store to attain the same high standards.

As part of the introduction to the new staff induction pack for the department store:

- a) Explain the principles of customer service in the retail sector, including a definition of customer service, and other aspects of customer service relationships to meet customer needs.

**This task provides evidence for P1**

- b) Explain the importance of effective customer service to retail organisations, in relation to meeting the organisations' objectives and their customers' expectations, and the benefits it brings to their employees.

**This task provides evidence for P2**

## TASK 2

As part of the new induction pack, a training programme for the department store staff will be developed. To ensure that the department store provides a high standard of customer service, you have been asked to investigate customer service provided by other types of retail organisations that would be in competition with the department store. This will allow you to produce guidelines on best practice for the next section of your induction pack and form part of the training programme. You will need to prepare a data collection sheet and this, together with information researched, should be included with your completed assignment.

- a) Select **three** different types of retail organisations in competition with the department store and plan your visits to these outlets to investigate the customer support provided in each of the three organisations for **three** different types of customers with **three** different customer needs resulting in **three** customer service situations.

**This task provides evidence for P5**

- b) Following your investigations, produce notes on:

- i) The organisation, supervision and teamwork of staff during your investigation into the three different types of customers, customer needs and customer service situations.
- ii) Presentation of staff and the working environment.
- iii) Staff communication skills with customers.

**This task provides evidence for P3**

- c) As part of your research include:

- i) Information on staff training provided by the three organisations and how staff are encouraged to provide a high level of customer service.
- ii) Lines of authority and how conflicts are dealt with.
- iii) Benefits of effective customer service support to colleagues, customers and the organisation.

**This task provides evidence for P4**

### **TASK 3**

Based on your research in Task 2:

- a) Compare the customer service provided in the **three** retail outlets supported by your reasons for recommending any improvements.

**This task provides evidence for M1**

- b) Justify how these recommended improvements would be effective.

**This task provides evidence for D1**

- c) Compare the principles of customer service as implemented by the **three** retail outlets.

**This task provides evidence for M2**

- d) Using your analysis in Tasks 3a) and 3c), make recommendations, with reasons, for the effective implementation of provision and principles of customer service in the department store.

**This task provides evidence for D2**

## ASSESSMENT CRITERIA

For ease of reference, the assessment criteria from the unit specifications that are relevant to assessing and grading this IVA are repeated below. You should refer to the full unit specification for information on unit content.

### Assessment Evidence Unit

<b>Unit 3: Customer Service</b>		
<b>To achieve a pass grade the evidence must show that the learner is able to:</b>	<b>To achieve a merit grade the evidence must show that the learner is able to:</b>	<b>To achieve a distinction grade the evidence must show that the learner is able to:</b>
<ul style="list-style-type: none"> <li>• explain the principles of customer service in the retail sector</li> <li>• explain the importance of customer service to the organisation, the employee and the customer</li> <li>• describe how customer service should be provided and supervised in different retail situations</li> <li>• describe how effective customer service support will benefit the provision of customer service in retail contexts</li> <li>• explain the provision of customer service for a range of customers and situations, including effective customer service support.</li> </ul>	<ul style="list-style-type: none"> <li>• analyse the provision of customer service, supported by well-reasoned recommendations for improvement.</li> <li>• analyse the principles underpinning effective customer service in retail contexts.</li> </ul>	<ul style="list-style-type: none"> <li>• evaluate the provision of effective customer service and make valid recommendations for improvement</li> <li>• evaluate the principles and provision of customer service in retail contexts.</li> </ul>