



RPL Assessment – Customer Care Module BA Administrative Management

Introduction: *include in your portfolio an Introduction about yourself and your experience with Customer Care. Spend 1 page here.*

Learning Outcome 1: Describe Fundamentals of Customer Care

- Explain what you believe Customer Care is?
- How important is customer care in your organisation?
- How is customer care managed in your organisation?
- Consequences of Good/bad customer care.

Learning Outcome 2: Discuss customer needs and customer expectations

- How does your organisation determine customer needs and expectations?
- How do you measure if customer needs have being met?

Learning Outcome 3: Describe the customer focused attitude

- How to be customer focused – listening, communicating, measuring customer satisfaction, exceeding customer satisfaction.
- Importance of training employees & empowering employees in customer care

Learning Outcome 4: Demonstrate effective communication skills

- Describe the importance of first impressions in Customer Care
- How do you establish Rapport with customers
- Importance of Positive body language



Learning Outcome 5: Identify strategies for successful recovery

- Give an example when an encounter with a customer didn't go right and how did you recover from this.
- Dealing with complaints.

Learning Outcome 6: Describe Customer Care strategies

- Putting customer first
- Getting it right first time
- Using customer care to distinguish from competition

Learning Outcome 7: Demonstrate how a professional service is provided

- Relationship management
- Rewarding customer loyalty

General Guidelines for your RPL portfolio

Page 1: Cover sheet with your name, your PPS number, the name of the module, name of the programme and date of submission.

Page 2: Table of Contents – list the learning outcomes and page number.

Page 3: Introduce yourself and your experience with Customer Care

Page 4: Start of Portfolio

Have a footer with your name, module name and page number on the bottom of each page.

Ensure you move to a new page when starting a new learning outcome. Have a heading (in bold and larger font size) for each learning outcome. For example:

Learning Outcome 1: Describe the fundamentals of Customer Care

The portfolio should be full of examples from your working/personal life.



When you have completed the portfolio, read over it and ensure you have covered all the learning outcomes adequately and checked for spelling and grammar mistakes.