



Sporting Events: Customer Care

SCQF level 4

Unit Code: F996 10

10 hour Unit

What is this Unit about?

In this Unit you will be able to identify the different types of behaviour when you have to deal with customers at sporting events. You will need to interact with customers through different communication methods as well as dealing with customer questions.

What should I know or be able to do before I start?

There is no prior experience required before you begin this Unit, however experience in sporting events, experience in interacting and communicating with customers would be beneficial.

What do I need to do?

You will need to carry out each of the following tasks:

Task 1

Explain appropriate and inappropriate behaviour in relation to providing good customer care.

- ◆ Explain what is appropriate and inappropriate behaviour.
- ◆ Explain positive and negative body language.
- ◆ Explain verbal and non verbal interactions.

Task 2

Demonstrate the impacts of customer care at sporting events.

- ◆ Take part in role-play type activities which demonstrate:
 - examples of good and poor customer care
 - examples of appropriate greeting and communication methods with customers
 - examples of seeking help from others where necessary

How do I get this Unit?

You will need to complete the following for you to get this Unit:

- ◆ Identify what is appropriate and inappropriate behaviour.
- ◆ Identify positive and negative body language.
- ◆ Understand what is meant by 'good customer care'.
- ◆ Demonstrate through role-play activities:
 - good and poor customer care
 - appropriate greeting and communication methods with customers
 - seeking help from others where necessary

What might this involve?

Here are examples of some things you might do:

- ◆ Answer five questions relating to different appropriate and inappropriate behaviours and body language.
- ◆ Taking part in role-play activities involving customer care.

What can I do next?

- ◆ Complete other Units within the group award:
 - Sporting Events: Volunteering
 - Sporting Events: Volunteering Experience
 - Sporting Events: Equality and Diversity in Sport
 - Sporting Events: Accidents and Emergencies
 - Sporting Events: Safety Awareness
 - Sporting Events: Conflict Resolution
 - Sporting Events: Volunteering Teams
- ◆ Make use of knowledge gained in this Unit when undertaking volunteering at sporting events.

Guidance for tutors

This Unit is intended to introduce candidates to customer care. It allows the candidate to learn about what is appropriate and inappropriate behaviour and learn about body language and how this could potentially contribute to conflict situations and inflame them further. Candidates will be required understand what is meant by 'good customer care' and deal with customer needs and complaints.

Practical role play tasks in prepared scenarios should feature in the learning and teaching programme, for example, to understand good and poor customer care, appropriate greeting and communication methods and seeking help from others where necessary.

For Task 1, candidates are required to identify what behaviour is appropriate and inappropriate, positive and negative body language, verbal and non verbal interactions. It is important that candidates develop a culture of good customer care throughout this task. It would be advantageous for candidates to take part in role-play activities to fully grasp the understanding of what is required in this task.

For Task 2, this Task is best linked, where possible, into the candidates volunteering time, as they are required to interact positively with customers, by meet customers appropriately, communicating, asking and answering questions. Where this is not possible, role-play type scenarios will need to be set up to ensure the Tasks are covered ensuring that they fully grasp the understanding of what is required for the completion of this task.

This Unit may form part of a Group Award in Sporting Events: Personal Best but can be offered on a stand-alone basis.

Core Skills

There is no automatic certification of Core Skills or Core Skill components in this Unit, however, aspects of the Core Skills *Working with Others* and *Problem Solving* may be signposted.

Disabled candidates and/or those with additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required.

Further advice can be found in SQA's web pages (www.sqa.org.uk)



Administrative information

Credit value

0.25 credit at (SQA level 4) (1 SCQF credit point at SCQF level 4)

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