



Certificate of Work Readiness

Unit Code: F38W 10 Skills for Customer Care

Evidence Reference Number 13

Types of Customers & Customer Care Worksheet

1. What is a customer?

2. What does customer care mean (customer service)?

3. What's the definition of an external customer?

4. What is the definition of an internal customer?

5. Provide an example of an internal and external customer in a :

a. Supermarket

b. Call Centre

c. Café

6. What are the positive effects of good customer care?

Give at least 3 examples:

7. What are the negative effects of bad customer care?

Give at least 3 examples:

8. Discuss and take notes on:

a. maintaining a positive and helpful attitude throughout customer interactions

b. The importance of appropriate tone throughout customer interactions

c. The importance of following organisational customer care procedures throughout customer interactions.
