

Level 3 Certificate in Customer Service (4417-03)



4417-301

Principles of Customer Service delivery
QCA ref **500/6206/2**

Sample

www.cityandguilds.com
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Version 1.0

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Level 3 Certificate in Customer Service
4417-301

Assessor's instructions

Assignment	4417 -301
Version	Sample

Level 3 Certificate in Customer Service

4417-301

Notes for guidance

This assignment comprises the assessment for Unit 301 Supporting the customer service environment.

The importance of safe working practices, the demands of the appropriate national and local Health and Safety legislation, associated regulations and Codes of Practice associated with the particular industry, must always be stressed. Candidates have responsibilities for maintaining the safety of others as well as their own. Anyone behaving in an unsafe fashion must be stopped and suitable warnings given. A candidate should never be allowed to continue working on an assignment if they have contravened these requirements. This may seem rather strict but, apart from the potentially unpleasant consequences, each candidate must acquire the habits required for the workplace.

The following notes for guidance are provided to assist assessors in planning the delivery of this assignment to candidates.

1 Location of assignment

Any suitable location in the organisation or learning environment.

2 Equipment required for this assignment

- 2.1 It is recommended that candidates have access to word processing software and a printer however this is not compulsory.
- 2.2 Candidate's work may be either handwritten or produced electronically.

3 Notes on the content of this assignment

- 3.1 This assignment can be taken as part of real work activity, in a realistic working environment or as part of any suitable learning activity such as a training workshop. Submitted assignments must be the work of the individual candidate.
- 3.2 Candidates may need to carry out some research prior to the taking the assignment, the results of which can be included in evidence.
- 3.3 For Tasks A and B, where the candidate is not work-based, the Assessor should select a suitable organisation that will enable the candidate to fulfil the task requirements.

4 Evidence and recording

- 4.1 All work produced by the candidate should be kept together. The candidate is required to put their name and enrolment number on all pieces of work although students will not be penalised for not doing this.
- 4.2 Candidates will need to be able to organise their information clearly and coherently.
- 4.3 Candidates are permitted to word process their work.

5 Time considerations

- 5.1 There is a recommended time allowance of 3 hours for the completion of the assignment, which should take place under supervised conditions. Therefore all research activities should be carried out prior to the session and excluded from the time allowance.
- 5.2 If a candidate fails a task they should take an alternative assignment. A recommended minimum period of 7 days should have elapsed before an unsuccessful candidate can take an alternative assignment. Further training/feedback should be given to candidates before an assignment is retaken.

6 Additional information

- 6.1 Answers given in the marking and grading criteria are indicative of the type of answers candidates should give. They are not definitive.
- 6.2 For more general assessor information please refer to the City & Guilds document, Level 3 Certificate in Customer Service guide for assessors. This document can be found on City & Guilds website. **<http://cityandguilds.com>**

Level 3 Certificate in Customer Service

4417-301

Assignment overview

Tasks

There are **three** tasks to this assignment.

Assignment coverage

Task	Task summary	Learning outcomes covered
A	Prepare a presentation with notes	301.1.2, 301.1.3, 301.2.1, 301.2.4, 301.2.5
B	Produce guidelines regarding customer problems and complaints	301.3.1, 301.3.2, 301.3.3, 301.3.4, 301.3.5
C	Answer a series of short answer questions regarding codes of practice and legislation	301.2.2, 301.2.4 301.3.1, 301.3.2, 301.3.3, 301.3.5 301.4.1, 301.4.2, 301.4.3, 301.4.4

Level 3 Certificate in Customer Service
4417-301

Candidate instructions

Assignment	4417 -301
Version	Sample

Level 3 Certificate in Customer Service

4417-301

Assignment 4417-301

You are advised to read all instructions carefully before starting work and to check with your Assessor/Tutor, if necessary, to ensure that you have fully understood the process.

You must, at all times, observe all relevant Health and Safety requirements.

There is a recommended time allowance of 3 hours for this assignment.

Introduction

This assignment is broken down into 3 tasks:

Task A Prepare a presentation with notes

Task B Produce guidelines regarding customer problems and complaints

Task C Answer a series of short answer questions regarding codes of practice and legislation

Note

- Ensure that your name and enrolment number is on all your documentation.
- At the conclusion of this assignment, hand all paperwork to your Assessor.

Task A

Scenario

The Customer Service Manager in your organisation has asked you to prepare materials for training and developing your team in the principles of providing customer service.

For the first task you are asked to prepare a short presentation on 'The principles which impact on customer expectations'. In this presentation you will identify how behaviour, communications and interpersonal skills affect customer expectations. This task requires that you 1) produce a slide presentation 2) produce accompanying notes.

1. Prepare a presentation with a minimum of **five** slides (either electronically or in writing) to include the following key points:

- How customer expectations are formed
- How to balance the needs and expectations of the customer with those of the organisation
- How individual's and the customer' s behaviours affect customer expectations
- Interpersonal skills which can be used to achieve customer satisfaction
- Barriers to effective communication

2. Prepare notes to support the key points above to include:

- **Two** examples of how customer expectations are formed
- **Two** examples of how to balance the needs and expectations of the customer with those of the organisation
- **Three** examples of how individual's and the customer' s behaviours affect customer expectations
- **Three** examples of interpersonal skills which can be used to achieve customer satisfaction
- **Three** examples of barriers to effective communication

You may now either deliver the presentation to your tutor/assessor/line manager or hand them the slides and notes to read and have a discussion with them regarding the contents.



Notes

Please add the following details to confirm the work in this task is your own.

Candidate:

Candidate Enrolment No: Date:

Task B

As part of the training programme for those working with customers/clients in your organisation (or selected organisation) the Customer Service Manager has asked you to prepare guidelines for your team leaders on the subject of 'Finding solutions to customer service problems and complaints within organisational constraints'.

Your guidelines should include:

- **Two** techniques for dealing with customer service problems or complaints
- **Three** factors that need to be considered when finding a solution to a customer service problem
- **Two** ways of identifying solutions to customer service problems and complaints
- Explanation of how a complaint should be viewed in a positive manner
- Description of how the use of record keeping systems helps to manage and support the customer service process. Give **two** examples.

Guidelines

Please add the following details to confirm the work in this task is your own.

Candidate:

Candidate Enrolment No: Date:

Any additional work submitted on separate sheets needs to clearly show your name and enrolment number.

Task C

1. Legislation plays an important role in any organisation. From the list below select **three** pieces of legislation appropriate to your organisation and explain how each affects the customer service process.

- Sale of Goods Act 1979
- Supply of Goods and Services Act 1982
- Unsolicited Goods and Services Act 1971
- Trade Descriptions Act 1968
- Consumer Protection Act 1987
- Consumer Protection (Distance Selling) Regulations 2000
- Data Protection Act 1998
- Equal opportunities legislation
- Disability Discrimination Act 2005
- Data Protection Act 1998

2.

a) Identify the legislation which is relevant to customer record keeping.

b) Describe **four** principles this legislation covers.

c) Explain the potential impact of the Act on recordkeeping in your organisation.

3.

a) Describe **two** different types of contract.

b) Explain what makes a contract binding.

4.

a) Explain the purpose of a code of practice, providing an example.

b) Describe its relationship to the customer service process.

Please add the following details to confirm the work in this task is your own.

Candidate:

Candidate Enrolment No: Date:

Any additional work submitted on separate sheets needs to clearly show your name and enrolment number.

Level 3 Certificate in Customer Service 4417-301

Marking and grading criteria

(Not to be shown to candidates until grading is complete)

Assignment	4417 - 301
Version	Sample

I confirm that all the work in this assignment is my own. Candidate name:	
Enrolment no:	
Signature:	
Date:	Pass /Merit/Distinction/Fail

Assessor name:	
Signature	Date:

Internal Quality Sampled by:	
Signature:	Date:

Each of the following points should be ticked if satisfactorily met and crossed if not. If a point does not apply it should be crossed through and annotated with reasons why it is not applicable. **Answers given in the marking criteria are indicative of the type of answers candidates should give. They are not definitive.**

Task A – Pass. Candidates must meet all criteria shown as and 9 criteria shown as .

Task B – Pass. Candidates must meet all criteria shown as and 7 criteria shown as .

Task C - Pass. Candidates must meet all criteria shown as and 10 criteria shown as .

Candidates must meet the pass criteria for the three tasks to pass overall. If they fail a task they should be given an alternative assignment to complete.

Pass - Candidates must meet all criteria shown as and a total of 26 criteria shown as .

Merit - Candidates must meet all criteria shown as and a total of 30 criteria shown as .

Distinction - Candidates must meet all criteria shown as and a total of 34 criteria shown as .

Task A	Possible mapping to NVQ Level 3 in Customer Service	Outcome Reference	Marking criteria	Marking
1			Minimum of five slides produced with a set of notes in an appropriate format.	□
2	206 KU b 301.1.4	1.1.2	Two examples of how customer expectations are formed eg <ul style="list-style-type: none"> ○ <i>what people hear and see</i> ○ <i>what people read</i> ○ <i>the messages the organisation sends</i> ○ <i>reputation and brand</i> ○ <i>customer experiences of what actually happens when dealing now and in the past with an organisation</i> ○ <i>word of mouth (friends and family)</i> ○ <i>media</i> 	○○
	301.1.9 301.2.5	1.1.3	Two examples of balancing the needs and expectations of the customer with those of the organisation eg <ul style="list-style-type: none"> ○ <i>not just saying 'yes' to customers</i> ○ <i>necessary to balance the needs of both customer and organisation</i> ○ <i>may involve influencing the customer and negotiating with the customer in order to get agreement</i> 	○○
	301.1.10	1.2.1	Three examples of how individual's and the customer' s behaviours affect customer expectations eg <ul style="list-style-type: none"> ○ <i>customers who are satisfied /dissatisfied, angry, frustrated, difficult, confused</i> ○ <i>customers with special needs requirements, cultural needs;</i> ○ <i>foreign language customers</i> 	○○○

		1.2.4	<p>Three examples of interpersonal skills which can be used to achieve customer satisfaction eg</p> <ul style="list-style-type: none"> ○ <i>listening skills</i> ○ <i>oral communication skills</i> ○ <i>telephone skills</i> ○ <i>questioning skills</i> ○ <i>decision-making skills</i> ○ <i>assertiveness</i> ○ <i>information-gathering skills</i> 	○○○
	301.1.10 301.1.11	1.2.5	<p>Three examples of barriers to effective communication eg</p> <ul style="list-style-type: none"> ○ <i>the environment – loud noise, lots of people crowding together</i> ○ <i>physical discomfort</i> ○ <i>emotion and feelings</i> ○ <i>poor listening skills</i> ○ <i>language problems</i> ○ <i>technology breakdowns</i> ○ <i>specialist forms of communication may be needed eg Braille, sign language</i> ○ <i>different cultures communicating differently</i> ○ <i>people with learning difficulties</i> 	○○○
To pass Task A candidates must meet all criteria shown as <input type="checkbox"/> and 9 criteria shown as ○.				Pass/Fail

Candidate name

Candidate enrolment no:

Assessor name

Assessor signature

Date

Task B	Possible mapping to NVQ Level 3 in Customer Service	Outcome Reference	Marking criteria	Marking
			The guidelines were produced	□
	301.1.11 301 KU i	1.3.1	Two techniques for dealing with customer service problems or complaints eg <ul style="list-style-type: none"> ○ <i>problem solving cycle and skills required at each stage, ie understand the problem, identify the cause, discuss possible solutions, solve the problem</i> ○ <i>use calming techniques, assertiveness skills, negotiation, effective listening</i> 	○○
	310 KU c 310 KU d 310 KU e	1.3.2	Three factors that need to be considered when finding a solution to a customer service problem eg <ul style="list-style-type: none"> ○ <i>picking the best solution within the organisation's guidelines to resolve the problem</i> ○ <i>the cost to the organisation</i> ○ <i>trying to meet the customer's needs and expectations</i> ○ <i>the time it takes to find the solution</i> ○ <i>strategies to deal with complaints</i> 	○○○
	310 KU h	1.3.3	Two ways of identifying solutions to customer service problems and complaints eg <ul style="list-style-type: none"> ○ <i>understanding of the problem or complaint</i> ○ <i>analysis of customer problems or complaints</i> ○ <i>negotiating with the customer to find a solution</i> ○ <i>how far the customer deliverer can go – own authority and limits to own authority to act, eg financial, organisational policies, legal resources</i> 	○○

	310 KU b	1.3.4	Explanation of how a complaint should be viewed in a positive manner eg <ul style="list-style-type: none"> ○ provide early warning signals of a possible/potential problem ○ opportunity to improve customer relationships ○ opportunity to improve product or service given 	○
		1.3.5	Described two examples of how the use of record keeping systems help to manage and support the customer service process eg <ul style="list-style-type: none"> ○ to help support and manage the customer service process ○ records of personal data – customer’s name, address, account details, previous purchases ○ customer feedback on products or services ○ warranty/guarantee records ○ records of complaints 	○○
To pass Task B candidates must meet all criteria shown as <input type="checkbox"/> and 7 criteria shown as ○				Pass/Fail

Candidate name

Candidate enrolment no:

Assessor name

Assessor signature

Date

Task C	Possible mapping to NVQ Level 3 in Customer Service	Outcome Reference	Marking Criteria	Marking
1	302.2.1 302.2.2 302.2.3 302.2.4 302.2.5 302.2.6	1.4.1	Identified three pieces of legislation appropriate to the candidate's organisation with an explanation of how it could affect the organisation's customer service process	○○○
2	302.2.2	1.4.2	<p>a) Name of legislation ie <i>Data Protection Act</i></p> <p>b) Described four principles of the Data Protection Act eg</p> <ul style="list-style-type: none"> • <i>Fairly and lawfully processed</i> • <i>Processed for limited purposes</i> • <i>Adequate, relevant and not excessive</i> • <i>Accurate and up to date</i> • <i>Not kept for longer than is necessary</i> • <i>Processed in line with your rights</i> • <i>Secure</i> • <i>Not transferred to other countries without adequate protection</i> <p>c) Explained potential impact of Data Protection Act on record keeping in own organisation eg</p> <ul style="list-style-type: none"> ○ <i>organisation's own guidelines for maintaining security and confidentiality of data</i> ○ <i>records must not be kept for longer than necessary</i> ○ <i>records must be accurate and kept up to date</i> ○ <i>no unauthorised or unlawful processing of personal data</i> 	<p>□</p> <p>○○○○</p> <p>○○</p>

3	302.2.1	1.4.3	<p>Identified two types of contract including an explanation of what makes a contract binding</p> <ul style="list-style-type: none"> o <i>Verbal/written – contract between two or more persons, ie individuals, businesses etc; the terms of the contract detail the binding promises of each party to the contract, ie who, where, what, when, how.</i> o <i>Service level agreements – formally negotiated agreement between two parties; a contract that exists between customers and their service providers, their clients or between service providers</i> o <i>Memorandum of understanding – most often used in cases where parties either do not imply a legal commitment or in situations where the parties cannot create a legally enforceable agreement</i> 	○○
4	302.2.6	1.4.4	<p>a) Explained the purpose of a code of practice, providing an example eg</p> <ul style="list-style-type: none"> o <i>Answer the phone within five rings</i> o <i>Adopting the appropriate dress code</i> o <i>Following the correct complaints procedure</i> <p>b) Describe its relationship to the customer service process eg <i>The rules against which customer service is monitored eg KPI, service level agreement, H&S</i></p>	○○ ○○
To pass Task C candidates must meet all criteria shown as <input type="checkbox"/> and 10 criteria shown as ○				Pass/Fail

Candidate name

Candidate enrolment no:

Assessor name

Assessor signature

Date