

4421-03 -301

**Level 3 Award in Principles of Supervising Customer Service
Performance in Hospitality, Leisure, Travel and Tourism**

Candidate's Name:
(Block letters please)

Enrolment number:

Centre number:

Date:

Sample question paper

Time allowed: 1 hour

**You should have the
following for this examination**

- a pen with black or blue ink

General instructions

All questions do **not** carry equal marks. The maximum marks for each question are shown.

Answer **all ten** questions in Section A and all questions in Section B.
Read each question carefully. Short answers only are required for Section A.

Your answers should be written in the question booklet in the spaces provided.

If additional separate sheets of paper are used, make sure each page is clearly labeled with your name

English and mother tongue dictionaries can be used.

Section A

Answer **all** questions in this section – 40 Marks

1. a) State **one** purpose of a customer charter/service offer (1 mark)

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- b) State **two** benefits to the staff of an organisation of having a customer charter. (2 marks)

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- c) Give **one** example of a customer service standard. (1 mark)

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2. State **four** benefits to an organisation of providing good customer service. (4 marks)

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3. a) Briefly describe what is meant by a Key Performance Indicator (KPI). (1 mark)

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- b) State a purpose KPIs can be used for and give an example. (2 marks)

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4. Describe **five** responsibilities of a customer services supervisor in ensuring the team provides a good service. (5 marks)

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5. Identify **one** method of evaluating the customer service provision and describe how this can be used to improve service. (2 marks)

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6. State **three** ways a supervisor could develop a team. (3 marks)

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7. Identify **three** different types of personality and state why each would be useful in a team. (6 marks)

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8. Identify **three** reasons for staff development. (3 marks)

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9. State **two** areas that staff may need to develop and identify a different way of doing so for each. (4 marks)

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10. a) Identify **two** ways a supervisor could check that the team are providing good customer service. (2 marks)

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b) Identify **four** ways of communicating information about their performance to the team. (4 marks)

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(Total 40 Marks)

Section B

Answer **all** questions in this section – 15 Marks

Scenario

You work as the supervisor of a small team that deals with front of house customer enquiries. You receive a phone call from Mr Edwards, a very angry customer, complaining about Debbie, your newest member of staff. Mr Edwards states that she kept him waiting, accused him of lying, refused to call a supervisor when he requested it and told him to 'go away'. He is demanding she is dismissed with immediate effect.

- 1. a) Describe **two** immediate actions that should be taken with the customer. (2 marks)

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- b) Explain **three** impacts such an incident could have on the organisation. (3 marks)

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- 2. Describe **two** immediate actions that need to be taken with regard to the member of staff and outline **three** points that need to be discussed with her. (5 marks)

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- 3. Describe **three** actions that could be taken to achieve customer satisfaction with Mr Edwards and explain **two** recommendations for action regarding Debbie. (5 marks)

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(Total 15 Marks)

End of Examination