

Level 2 Award in Customer Service Delivery (4425-02)



4425-202

Understand Customer Service Delivery
QAN 501/0971/6

Sample Assessment

www.cityandguilds.com
July 2010
Version 1.0

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Assessor's instructions

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Notes for guidance

This assignment comprises the assessment for Unit 202 Understand Customer Service Delivery.

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 Black or blue pen.

3 Evidence and recording

3.1 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.

4 Time considerations

4.1 There is a recommended time allowance of 1 hour for the completion of the assignment, which should take place under supervised conditions.

4.2 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.

5 Additional information

5.1 Answers given in the marking and grading criteria are indicative of the type of answers candidates should give. They are not definitive.

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Assessment overview

Assessment coverage

Evidence	Outcome reference
20 Short answer questions	1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.8, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 2.7, 2.8 3.1, 3.2, 3.3, 3.6, 3.8, 3.9

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Candidate instructions

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Assessment 4425-202

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 1 hour for this assessment.

The assessment contains 20 short answer questions for a total of 60 marks.
Questions do not carry equal marks.

Note

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

Answer **all** questions – 60 marks.

1 State **two** commitments that may be included in an organisation's customer service offer.

(2 marks)

2 Identify **two** different types of customer (formal or informal) an organisation will have and a specific expectation each may have of the service offered.

(4 marks)

3 State **two** products or services provided by your organisation.

(2 marks)

4 Identify **two** different customer service requirements of your job role and **one** procedure or guideline relating to each.

(4 marks)

5 Identify and describe **two** different steps in the customer service process.

(4 marks)

6 Identify **two** pieces of legislation that offer the customer protection when buying a product or service.

(2 marks)

7 Identify **three** frequently asked customer questions about an organisation's products or services.

(3 marks)

8 a) State what is meant by customer 'rapport'.

(1 mark)

b) Describe **two** ways a service deliverer can build rapport with a customer.

9 State what is meant by a moment of truth and give **one** positive and **one** negative example.

(2 marks)

(3 marks)

10 Give **two** examples of negative body language displayed by a service deliverer and the message each may convey to the customer.

(4 marks)

11 Apart from the service deliverer's body language, identify another **three** different factors that may have a negative impact on customers.

(3 marks)

12 Identify **two** ways that a service deliverer can personalise the customer experience.

(2 marks)

13 a) Summarise your organisation's image.

(1 mark)

b) Identify **two** ways this affects the customers' expectations.

(2 marks)

14 Identify **two** sources of information or support in delivering customer service.

(2 marks)

15 Identify **two** different customer behaviours and a way of dealing with each.

(4 marks)

16 State **three** characteristics of active listening.

(3 marks)

17 Identify and describe **two** ways of checking whether a customer is satisfied.

(4 marks)

18 State **three** steps for dealing with a customer complaint.

(3 marks)

19 Identify **two** reasons why a complaint might **not** be resolved to a customer's satisfaction.

(2 marks)

20 a) State why it is important to review your customer service performance.

(1 mark)

b) Give **two** ways of doing so.

(2 marks)

(Total 60 marks)

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Marking and grading criteria

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

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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.

Where two or more answers are requested from candidates, markers should accept those that fit into the different categories as shown by bulleted marks in this scheme.

Pass – Candidates must achieve 42 out of 60 marks overall

Merit – Candidates must achieve 48 out of 60 marks overall

Distinction – Candidates must achieve 54 out of 60 marks overall

Section A	Outcome Reference	Marking criteria	Total marks	Marks Achieved
1	1.1	<p>Any two examples of commitments in an organisation's customer service offer, eg,</p> <ul style="list-style-type: none"> • Quality of service, cleanliness • Conduct of staff • Provision of services • Suitable complaints procedure outlined with what the customer should do • Any suitable ethical standard, eg security of personal information, food is organic, environmentally aware etc <p>1 mark each to a maximum of 2 marks</p>	2	
2	1.3 1.4	<p>Two different types of customer stated, eg</p> <ul style="list-style-type: none"> • Business customer • Internal/external customer • Regular/occasional • Those with specific requirements such as disabled, elderly, foreign language speaker <p>and a specific expectation of each type of customer, eg</p> <ul style="list-style-type: none"> • That service is personalised • They deal with the same member of staff • That discounts are made available • That their preferences are already known • There are special facilities <p>Etc</p> <p>1 mark each customer and 1 mark each expectation to a maximum of 4 marks</p>	4	

3	1.2	Stated two products or services of own organisation 1 mark each to a maximum of 2 marks	2	
4	1.6 2.1	Two different customer service requirements of own job role identified and a procedure or guideline for each, eg greeting visitors – security/visitor procedures; answering telephone – organisational procedures for answering, eg within a certain number of rings. 1 mark each requirement and 1 mark each procedure/guideline to a maximum of 4 marks	4	
5	1.5	Identified and described two steps in customer service process, eg establish need – question customer to find out what they require; confirm needs – use of closed questions to confirm understanding; etc 1 mark each step and 1 mark each description to a maximum of 4 marks	4	
6	1.8	Identified two pieces of legislation offering customer protection, eg <ul style="list-style-type: none"> • Sale of Goods Act. Supply of Goods and Services Act • Unsolicited Goods and Services Act • Trade Descriptions Act • Consumer Protection Act • Consumer Credit Act • The Consumer Protection Regulations 1 mark each to a maximum of 2 marks	2	
7	2.6	Identified three frequently asked questions about organisation's products/services, eg questions relating to cost; delivery, options/choices, technical specifications, availability. 1 mark each to a maximum of 3 marks	3	

8	2.4	<p>a) Stated meaning of 'rapport', eg building a sense of comfort and trust with a customer. 1 mark each to a maximum of 1 mark</p> <p>b) Two ways of building rapport with a customer, eg</p> <ul style="list-style-type: none"> • Treat customer as individual • Listen to customer • Make eye contact • Courteous • Keep promises <p>1 mark each to a maximum of 2 marks</p>	2	
9	2.2	<p>Stated what is meant by a 'moment of truth', eg an event/point in time when the customer gets an impression of the service offered. 1 mark</p> <p>A positive example given, eg</p> <ul style="list-style-type: none"> • Supermarket cashier offers to pack bags • Receptionist remembers and greets by name <p>1 mark</p> <p>A negative example given, eg</p> <ul style="list-style-type: none"> • Dirty table in cafeteria • Unhelpful telephone operator <p>1 mark</p>	3	
10	2.5	<p>Two examples of negative body language and what each may convey to customer, eg</p> <ul style="list-style-type: none"> • Frown/scowl – <i>unfriendly, cross</i> • Yawn – <i>bored, disinterested</i> • Arms folded – <i>unapproachable, defensive</i> • No eye contact – <i>lack of confidence</i> • Sloppy posture – <i>don't care, disinterested</i> <p>1 mark each eg of body language and 1 mark each message to a maximum of 4 marks</p>	4	

11	2.3	<p>Three factors with negative impact on customer, excluding body language, eg</p> <ul style="list-style-type: none"> • High price of product/service • Quality of goods • Slow service • Attitude/behaviour of deliverers • Untidy/dirty premises • Not living up to expectations • Availability issues. <p>1 mark each to a maximum of 3 marks</p>	3	
12	2.7	<p>Two ways of personalising the customer experience, eg</p> <ul style="list-style-type: none"> • Using customer name • Recording personal preferences • Giving out own name • Friendly and interested • Dealing with requests on an individual basis <p>1 mark each to a maximum of 2 marks</p>	2	
13	2.8	<p>a) Summary of organisation's image, eg high quality goods and lowest prices 1 mark</p> <p>b) Two ways image affects expectations, eg in terms of price, service, etc 2 marks</p>	1 2	
14	3.1	<p>Two sources of help or support in delivering customer service, eg</p> <ul style="list-style-type: none"> • Manager/supervisor • Colleagues • Organisation literature • Intranet <p>1 mark each to a maximum of 2 marks</p>	2	

15	3.3	<p>Two different customer behaviours and how to deal with each, eg Angry – use calming techniques, don't react Calm - let customer know the provider is interested in helping them Vague/confused – use questioning techniques to establish need Abusive/aggressive – do not get upset, use calming techniques, no aggressive body language, call for help Impatient/irritable – speedy and efficient service Suspicious – make direct approach, alert security services</p> <p>1 mark each behaviour and 1 mark each way of dealing to a maximum of 4 marks</p>	4	
16	3.2	<p>Three characteristics of active listening, eg</p> <ul style="list-style-type: none"> • Make eye contact • Pay attention to the speaker • Use positive body language • Use encouraging phrases • Do not interrupt • Paraphrase the speaker's statements to test for understanding • Summarise the discussion to bring the conversation to a close <p>1 mark each to a maximum of 3 marks</p>	3	
17	3.6	<p>Identify and describe two ways of checking if a customer is satisfied, eg</p> <ul style="list-style-type: none"> • Questioning customer - to confirm that their expectations have been met • Observation of customer's reactions - body language, gestures that indicate customer's feelings • Informal feedback - listening to customers' comments • Formal feedback – questionnaires, surveys, etc – to gauge general level of satisfaction or target specific areas of service <p>1 mark each method and 1 mark each description to a maximum of 4 marks</p>	4	

18	3.8	<p>Three steps for dealing with a customer complaint, eg</p> <ul style="list-style-type: none"> • Listen/acknowledge complaint • Log complaint/take details • Apologise for inconvenience • Offer solution • Refer to higher authority if necessary <p>1 mark each to a maximum of 3 marks</p>	3	
19	3.7	<p>Two reasons why a complaint might not be resolved to a customer's satisfaction, eg</p> <ul style="list-style-type: none"> • Customer expectations may be unrealistic • Resolution required may not be permitted within organisation's regulations/legal framework • May be too costly to the organisation • Insufficient resources <p>1 mark each to a maximum of 2 marks</p>	2	
20	3.9	<p>a) It is important to review own performance to continuously improve/identify areas for development and find out what you do well 1 mark</p> <p>b) Two ways of reviewing performance, eg</p> <ul style="list-style-type: none"> • Appraisal/formal performance review with manager • Feedback – from customers, colleagues • Keeping a learning log • Self-assessment <p>1 mark each to a maximum of 2 marks</p>	1 2	
			Pass/Fail	

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