

# Level 2 Award in Customer Service Improvement (4425-12)



**4425-212**

Understand Problem Solving and Improvement in  
Customer Service  
QAN 501/0972/8

**Sample Assignment**

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July 2010  
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## Level 2 Award in Customer Service Improvement

**4425-212**

Assessor's instructions

Assignment	4425-212
<b>Version</b>	<b>Sample</b>

# Level 2 Award in Customer Service Improvement

## 4425-212

### Notes for guidance

This assignment comprises the assessment for Unit 212 Understand Problem Solving and Improvement in Customer Service.

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.

2.2 Candidate's work may be either handwritten or produced electronically.

#### 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 and 30 minutes for the completion of the assignment, which should take place under supervised conditions.

4.2 If a candidate fails either section A or B 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.

# Level 2 Award in Customer Service Improvement 4425-212

## Assignment overview

Section A - 30 Marks

Section B - 15 Marks

### Assignment coverage

	<b>Evidence</b>	<b>Outcome reference</b>
<b>Section A</b>	Short answer questions	1.1, 1.2, 1.3, 1.4, 2.6, 2.8, 3.1, 3.2, 3.3, 3.4, 3.7
<b>Section B</b> Task A	Completed a SWOT analysis and gathered evidence to identify and support an improvement to service	1.6, 1.7, 1.8, 2.1, 2.7
Task B	Description of improvement and how to implement it	2.3, 2.4, 2.5, 2.7

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# Level 2 Award in Customer Service Improvement 4425-212

Candidate instructions

Assignment	4425-212
<b>Version</b>	<b>Sample</b>

# **Level 2 Award in Customer Service Improvement 4425-212**

## **Assignment 4425-212**

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 and 30 minutes for this assignment.**

### **Introduction**

This assignment is broken down into two sections.

Section A consists of 10 short answer questions for a total of 30 marks.

Section B consists of two tasks for a total of 15 marks:

Task A requires you to identify and evidence an improvement that could be made to customer service.

Task B requires you to describe what would be required in order to put the improvement in place.

### 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.

Section A

Answer **all** questions in this section – 30 marks.

1 Identify **four** steps in your organisation's customer service process.

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*(4 marks)*

2 State **two** areas of the customer service process and why it is important to monitor them.

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*(2 marks)*

3 State **two** methods of gathering customer feedback and how they can be used by the organisation.

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*(4 marks)*

4 Identify and describe **two** ways that your personal behaviour could be adapted in order to improve the customers' experience of service.

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*(4 marks)*

5 Describe **two** practical methods that could be used to improve customer service skills.

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*(2 marks)*

6 State **two** different types of customer service problem and how they may be identified by the deliverer.

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*(4 marks)*

7 Describe a possible solution to each of the problems identified in Question 6.

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*(2 marks)*

8 Give **three** reasons for referring a customer complaint.

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*(3 marks)*

9 Identify **three** different events that might result in a customer service problem.

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*(3 marks)*

10 List **two** reasons why it is important to keep the customer informed of actions being taken to solve a problem.

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*(2 marks)*

*(Total 30 marks)*

**Section B**

**Task A – 7 marks**

- 1 Carry out a SWOT analysis on the level of customer service in your department/organisation in order to identify an improvement that could be made.

<b>S</b>	<b>W</b>
<b>O</b>	<b>T</b>

(4 marks)

- 2 Using the SWOT analysis, outline an improvement that you feel could be made to the customer service provision.

<b>Improvement</b>
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(1 mark)

3 Identify **two** ways that you could gather supportive evidence for your improvement.



(2 marks)

**Task B - 8 marks**

1 Using the analysis and evidence from Task A, write up your recommendation for improvement.

You should describe

- what the improvement is and how it has been identified
- what the benefits will be to both the organisation and customer
- what needs to be done to make it happen and how will it be carried out
- how colleagues will be affected.

(7 marks)

2 Justify a suitable method of communicating your proposed customer service improvement to colleagues.

(1 mark)

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# Level 2 Award in Customer Service Improvement 4425-212

Marking and grading criteria

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

Assignment	4425-212
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I confirm that all the work in this assignment is my own. Candidate name:	
<b>Enrolment no:</b>	
<b>Signature:</b>	
<b>Date:</b>	<b>Pass /Merit/Distinction/Fail</b>

Assessor name:	
<b>Signature</b>	<b>Date:</b>

Internal Quality Sampled by:	
<b>Signature:</b>	<b>Date:</b>

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 bullet marks in this scheme.**

To pass the assignment candidates **must achieve** a minimum amount of marks in each section.

**Section A** –At least 18 marks must be achieved

**Section B**- At least 9 marks must be achieved

### Overall grading

Pass – Candidates must achieve 32 out of 45 marks overall

Merit – Candidates must achieve 36 out of 45 marks overall

Distinction – Candidates must achieve 41 out of 45 marks overall

Section A	Outcome Reference	Marking criteria	Total marks
1	1.1	Identified four steps in organisation’s customer service process eg <ul style="list-style-type: none"> <li>• Greet the customer</li> <li>• Establish customer needs</li> <li>• Confirm expectations met</li> <li>• Gather feedback</li> </ul> 1 mark each to a maximum of 4 marks	4
2	1.2	Two areas of the customer service process and why it is important to monitor them eg <ul style="list-style-type: none"> <li>• Speed/quality of service in order to ensure service offer being met</li> <li>• Complaints – in order to identify areas for improvement, put things right</li> <li>• Staff presentation – to ensure professional image and customer expectations being met</li> <li>• Procedures and regulations being followed – in order to ensure consistency of service, legislation being complied with</li> </ul> 1 mark each to a maximum of 2 marks	2

3	1.3 1.4	<p>Two methods of gathering customer feedback and how they can be used by the organisation, eg</p> <ul style="list-style-type: none"> <li>• Survey/questionnaire – can target specific areas of service for improvement</li> <li>• Interviews – can be used to get information on previous transactions</li> <li>• Suggestion box – customer-led ideas for improvement/additional services</li> <li>• Service calls – to find out about the last transaction</li> </ul> <p>1 mark each method and 1 mark each reason to a maximum of 4 marks</p>	4
4	2.6	<p>Two ways that your personal behaviour could be adapted in order to improve the customers' experience, eg</p> <ul style="list-style-type: none"> <li>• Eye contact and active listening to let the customer know you are paying attention to them and are clear about their needs</li> <li>• Polite and clear communication – no slang/jargon – to give a professional image</li> <li>• Adapting to any special requirements such as hearing impaired customers by facing customer for lip reading; foreign language speaker by speaking clearly and slower</li> <li>• Friendly/welcoming body language – smile, open posture – to give a positive impression and appear approachable</li> </ul> <p>1 mark for method and 1 mark each reason to a maximum of 4 marks</p>	4
5	2.8	<p>Two practical methods that could be used to improve customer service skills, eg</p> <ul style="list-style-type: none"> <li>• Training sessions to improve specific skills such as use of procedures</li> <li>• Informal coaching, work shadowing to benefit from more experienced colleagues' skills</li> <li>• Observation and feedback to review and reflect on actual practice</li> </ul> <p>1 mark each to a maximum of 2 marks</p>	2
6	3.1	<p>Two possible problems that may occur in customer service delivery and how they may be identified, eg</p> <ul style="list-style-type: none"> <li>• Service slow or inefficient – observation of customer's body language/attitude</li> <li>• Customer expectations not met – customer makes complaint</li> <li>• Failure of equipment, resources, systems – changes to normal routine such as backlog of orders, non-delivery of goods, higher number of customer queries or complaints</li> <li>• Faulty goods - higher number of customer queries or complaints</li> </ul> <p>1 mark each problem and 1 mark each identification to a maximum of 4 marks</p>	4

7	3.3	<p>Possible solutions to each problem identified, eg</p> <ul style="list-style-type: none"> <li>• Adequate training for all CSD</li> <li>• Apology and appropriate solution identified</li> <li>• Notifying customers of unforeseen circumstances before they lead to complaints</li> <li>• Refunds, compensation</li> </ul> <p>1 mark each to a maximum of 2 marks</p>	2
8	3.2	<p>Identified three reasons for referring a customer complaint, eg</p> <ul style="list-style-type: none"> <li>• Don't know the answer</li> <li>• Unrealistic customer request</li> <li>• Beyond scope of authority</li> <li>• Customer not happy with proposed solution</li> <li>• At customer's request.</li> </ul> <p>1 mark each to a maximum of 3 marks</p>	3
9	3.4	<p>Three different factors that may impact negatively on the level of customer service, eg</p> <ul style="list-style-type: none"> <li>• Failure of equipment</li> <li>• Adverse weather conditions</li> <li>• Insufficient staff</li> <li>• Human error</li> <li>• Systems/procedures not followed</li> <li>• Industrial action (internal or external)</li> <li>• Emergencies, eg evacuation, other health and safety issues.</li> </ul> <p>1 mark each to a maximum of 3 marks</p>	3
10	3.7	<p>Two reasons why it is important to keep the customer informed of actions being taken to solve a problem, eg</p> <ul style="list-style-type: none"> <li>• To prevent escalation of complaint</li> <li>• To reassure customer that problem is being dealt with</li> <li>• To make the customer feel that they matter, are being treated as an individual</li> <li>• To inspire confidence that the problem is being taken seriously</li> </ul> <p>1 mark each to a maximum of 2 marks</p>	2
			<b>Pass/Fail</b>

<b>Section B Task A</b>	<b>Outcome Reference</b>	<b>Marking criteria</b>	<b>Total Marks</b>
1	2.1	Carried out SWOT analysis with at least one item in each category  1 mark each category to a maximum of 4 marks	4
2	2.1	Outline of a possible improvement 1 mark maximum	1
3	1.6, 1.7, 2.7	<b>Two</b> ways of gathering supportive evidence identified, eg records of Q&A, customer surveys, feedback from colleagues, forums	2
<b>Section B Task B</b>	<b>Outcome Reference</b>	<b>Marking criteria</b>	<b>Total marks</b>
1	2.2 2.3 2.4 2.7	Description of <ul style="list-style-type: none"> <li>• what the improvement is 1 mark</li> <li>• what the benefits will be to both the organisation and customer 2 marks</li> <li>• what needs to be done to make it happen 1 mark</li> <li>• how will it be carried out 1 mark</li> <li>• who will be involved and their roles. 2 marks</li> </ul>	7
2	2.5	Suitable method of communicating proposed improvement to colleagues justified, eg staff meeting – to tell everyone at once, get opinion; email – efficient way of informing everyone without need to meet; presentation – visual aspect reinforces verbal information. 1 mark	1
			<b>Pass/Fail</b>

Candidate name

Candidate enrolment no:

**Assessor name**

**Assessor signature**

**Date**

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