

# Level 3 Award in Leading Customer Service (4425-03)



**4425-301**

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July 2010  
Version 1.0

Understand Team Leadership for Customer Service  
Delivery  
QAN 501/0973/X

**Sample Assignment**

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**4425-301**

Assessor's instructions

Assignment	4425-301
<b>Version</b>	<b>Sample</b>

# Level 3 Award in Leading Customer Service

## 4425-301

### Notes for guidance

This assignment comprises the assessment for Unit 301 Understand Team Leadership for 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.

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 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 3 Award in Leading Customer Service 4425-301

## Assignment overview

Section A - 40 Marks

Section B - 15 Marks

### Assignment coverage

	<b>Evidence</b>	<b>Learning Outcome</b>
<b>Section A</b>	10 Short answer questions	1.1, 1.2, 1.4, 1.6, 1.9, 2.1, 2.4, 2.7, 3.4, 3.5, 3.8
<b>Section B</b>		
Task A	Write development proposal for the team	2.3, 3.1, 3.2, 3.6, 3.7
Task B	Dealing with a customer complaint	1.7, 1.8, 1.10, 2.2, 2.6

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# Level 3 Award in Leading Customer Service 4425-301

Candidate instructions

Assignment	4425-301
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# **Level 3 Award in Leading Customer Service 4425-301**

## **Assignment 4425-301**

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 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 40 marks.

Section B consists of two tasks:

Task A requires you to write a development proposal for the team.

Task B requires you to deal with a customer complaint.

### **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 – 40 marks.

- 1 Identify **four** customer expectations of a customer service team.

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*(4 marks)*

- 2 List **four** key factors for consideration when planning for consistent customer service provision.

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*(4 marks)*

- 3 a) Describe **two** ways of monitoring the level of customer service.

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*(2 marks)*

- b) Explain **two** reasons why it is important to do so.

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*(2 marks)*

- 4 State and explain **two** factors that may impact on a possible solution to a breakdown in customer service.

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*(4 marks)*

5 State and explain **two** ways of deploying team members so as to make the best use of their strengths.

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*(4 marks)*

6 a) Describe **three** ways of motivating team members.

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*(3 marks)*

b) Explain why it is important to do so.

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*(1 mark)*

7 Identify **four** possible actions to take with a member of staff who has **not** followed organisational procedures.

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*(4 marks)*

8 Describe **four** principles for providing feedback to staff on performance.

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*(4 marks)*

9 Describe **four** advantages of using coaching to develop team members.

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*(4 marks)*

10 Explain **four** reasons why it is important to keep a record of individual performance.

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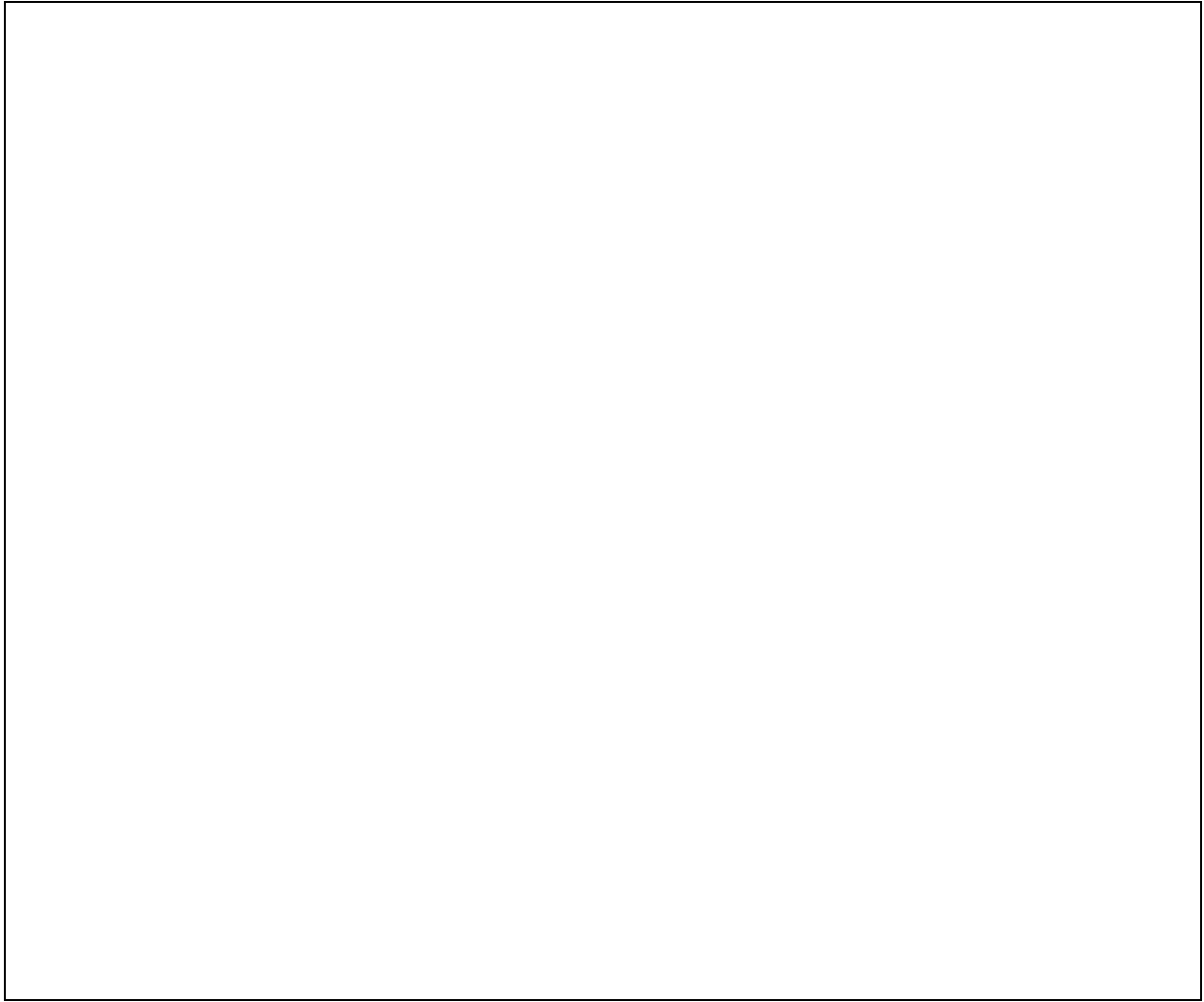
*(4 marks)*  
*(Total 40 marks)*

## Section B

### Task A – 6 marks

Write a proposed development plan for the team. Your plan should include

- a summary of the skills required by the team and possible opportunities for developing them
- methods to be used to identify development needs
- how to agree those needs with individual team members
- how you will monitor and review any development undertaken.



(6 marks)

**Task B – 9 marks**

1. Identify **two** customer complaints that you have dealt with and describe the solutions that were put in place.

(4 marks)

2. For **one** of the above, identify an improvement that could be implemented to prevent the problem recurring and evaluate the practicality of doing so.

(3 marks)



3. Explain why it is important to inform the team of any changes that are being made to the way service is delivered and describe the method you would use to do so.



(2 marks)

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# Level 3 Award in Leading Customer Service 4425-301

Marking and grading criteria

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

Assignment	4425-301
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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 24 marks must be achieved

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

### Overall grading

Pass – Candidates must achieve 39 out of 55 marks overall

Merit – Candidates must achieve 44 out of 55 marks overall

Distinction – Candidates must achieve 49 out of 55 marks overall

Section A	Outcome Reference	Marking criteria	Total marks
1	1.1	Identified <b>four</b> customer expectations of a customer service team eg <ul style="list-style-type: none"> <li>• They will communicate with each other</li> <li>• They will follow organisational procedures</li> <li>• They will be consistent in level of service provided</li> <li>• They will be knowledgeable about services/products offered</li> <li>• They will be supportive of each other</li> <li>• They will follow up complaints promptly</li> </ul> 1 mark each to a maximum of 4 marks	4
2	1.2	Listed <b>four</b> key factors in planning for consistent customer service provision, eg <ul style="list-style-type: none"> <li>• Procedures</li> <li>• Personnel</li> <li>• Resources</li> <li>• Timescales</li> <li>• Customer expectations</li> </ul> 1 mark each to a maximum of 4 marks	4



6	2.4	<p>a) Described <b>three</b> ways of motivating team members, eg</p> <ul style="list-style-type: none"> <li>• Recognise achievement and provide praise and encouragement</li> <li>• Create a team where individuals are valued and listened to</li> <li>• Involve team in setting of targets and objectives</li> <li>• Vary tasks and responsibilities amongst members</li> <li>• Lead by example</li> <li>• Provide opportunities for development and advancement</li> <li>• Financial incentives.</li> </ul> <p>1 mark each to a maximum of 3 marks</p> <p>b) Explained why it is important to do so eg staff perform better when motivated and therefore provide better customer experience/enable team to meet it targets/staff retention. Total 1 mark</p>	<p>3</p> <p>1</p>
7	2.7	<p>Identified <b>four</b> possible actions to take with a member of staff who has not followed organisational procedures, eg</p> <ul style="list-style-type: none"> <li>• Speak to member of staff as soon as possible</li> <li>• Consider training on procedures in question</li> <li>• Check and if necessary correct any negative impact on customer</li> <li>• Provide written summaries/flowcharts of procedures as aides memoire</li> <li>• Disciplinary action if breach is severe enough.</li> </ul> <p>1 mark each to a maximum of 4 marks</p>	4
8	3.5	<p>Described <b>four</b> principles for providing feedback to staff on performance, eg</p> <ul style="list-style-type: none"> <li>• Should be prompt so that performance is fresh in the minds of both</li> <li>• Focus on positive feedback before negative</li> <li>• Negative feedback should be constructive, ie with suggestions as to how to improve/do it differently next time</li> <li>• Should be evidenced and not on hearsay</li> <li>• Should be done in private.</li> </ul> <p>1 mark each to a maximum of 4 marks</p>	4

9	3.4	<p>Described <b>four</b> advantages of using coaching to develop team members, eg</p> <ul style="list-style-type: none"> <li>• Is specific and relevant to the organisation and its procedures</li> <li>• Can be spontaneous and informal to deal with specific issues</li> <li>• Can be motivational for both coach and coachee</li> <li>• Can focus on specific tasks or areas of training</li> <li>• Makes use of more experienced team members</li> <li>• Opportunity for feedback</li> <li>• Economic.</li> </ul> <p>1 mark each to a maximum of 4 marks</p>	4
10	3.8	<p>Explained <b>four</b> reasons why it is important to keep a record of individual performance, eg</p> <ul style="list-style-type: none"> <li>• evidences improvement and is therefore motivating</li> <li>• may contribute to enhancement/promotion</li> <li>• provides record of continuous development to build upon</li> <li>• provides overall picture of skills amongst team members</li> <li>• may be used to counteract/corroborate complaints/disciplinary action</li> </ul> <p>1 mark each to a maximum of 4 marks</p>	4
			<b>Pass/Fail</b>

<b>Section B</b> Task A	<b>Outcome Reference</b>	<b>Marking criteria</b>	<b>Total Marks</b>
1	2.3, 3.1, 3.2, 3.6, 3.7	Proposed development plan for the team to include <ul style="list-style-type: none"> <li>a summary of the skills required by the team 1 mark</li> <li>possible opportunities for developing them 1 mark</li> <li>methods to be used to identify development needs eg Training Needs Analysis, SWOT assessment, observation 1 mark each to maximum of 2 marks</li> <li>how to agree those needs with individual team members eg individual review meeting, creating personal development plan, matching development method to individual needs, emphasising benefits of self-improvement, etc 1 mark</li> <li>how you will monitor and review any development undertaken eg observation and feedback, continuous personal development plan 1 mark</li> </ul>	6
<b>Section B</b> Task B	<b>Outcome Reference</b>	<b>Marking criteria</b>	<b>Total marks</b>
1	1.8, 1.10	<b>Two</b> customer complaints dealt with. 2 marks  Description of the solutions that were put in place. 2 marks	4
2	1.7, 2.6	Improvement that could be implemented. 1 mark  Evaluation of the practicality of doing so, eg what the costs/burden on the organisation are 1 mark What the benefits are to the organisation. 1 mark	3
3	2.2	Explained why it is important to inform team of any changes eg ensure consistency of service, stimulate co-operation and cohesion in the team, gain opinion - 1 mark  Described method to be used to inform the team of any changes eg face to face team meeting/briefing, written communication of key points 1 mark	2
			<b>Pass/Fail</b>



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