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8992-111 19VERD SAMPLE PAPER 2
Principles of Customer Service
Level 1

If provided, stick your candidate barcode label here.

Time allowed:
1 hour (plus 5 minutes' reading time)

Candidate name (first, last)

First

Last

Candidate enrolment number

Date of birth (DDMMYYYY)

Gender (M/F)

Assessment date (DDMMYYYY)

Centre number

Candidate signature and declaration*

- If additional answer sheets are used, enter the additional number of pages in this box. ➡ 0 0
- Before taking the examination, **all candidates** must check that their barcode label is in the appropriate box. Incorrectly placed barcodes may cause delays in the marking process.
- Please ensure that you staple additional answer sheets to the **back** of this answer booklet, clearly labelling these with your full name, enrolment number, centre number and qualification number in BLOCK CAPITALS.
- All candidates need to use a **black/blue** pen. **Do not** use a pencil or gel pen, unless otherwise instructed.
- If provided with source documents, these documents **will not** be returned to City & Guilds, and will be shredded. Do not write on the source documents.

***I declare that I had no prior knowledge of the questions in this examination and that I will not divulge to any person any information about the questions.**

Section A
Answer **all** 12 questions in Section A. Your answers should be written in the spaces provided.

Section B
Answer **all** questions in Section B.

All final answers must be in blue or black ink.

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

Calculators and English and mother tongue dictionaries can be used.

For examiner's use only

Section A	Section B	Total
24	16	40

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Section A

Answer **all** questions in this section – 24 marks.

1. Identify **three** different types of customers who may need special assistance.

.....

.....

.....

(3 marks)

2. Give **two** reasons why a customer may have low expectations about service.

.....

.....

(2 marks)

3. Briefly state what is meant by 'customer satisfaction'.

.....

(1 mark)

4. a) Identify one body language signal that indicates a customer is satisfied.

.....

(1 mark)

b) State the possible impression made on a customer when a service deliverer is frowning.

.....

(1 mark)

5. Identify **two** reasons why it would be **more** appropriate to write to a customer than use the telephone.

.....

.....

(2 marks)

6. Name **two** types of question that are used to extract **maximum** information from a customer.

.....

.....

(2 marks)

7. State **two** outcomes for an organisation if it does **not** provide the service it has promised.

.....

.....

(2 marks)

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8. Identify a different reason for **not** giving out **each** of the following customer details to others.

Address.

.....

Financial details.

.....

(2 marks)

9. Identify **two** types of customer request that should be referred to a supervisor.

.....

.....

(2 marks)

10. State the reason for recording **each** of the following when dealing with a customer's request for information:

Telephone number.

.....

Details of the request.

.....

(2 marks)

11. Give **two** reasons customers might complain about the staff in an organisation.

.....

.....

(2 marks)

12. Identify **two** ways a customer service deliverer can deal effectively with a customer complaint.

.....

.....

(2 marks)

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Section B

Answer **all** questions in this section – 16 marks.

Scenario

You work for FasterFones, an online supplier of mobile cell phones. You have the following tasks:

- fill in a customer complaint form
- write an email.

Question 1 – 8 marks

The following message is on the office telephone answering machine when you arrive at work this morning. Complete the complaint form with the details. A postage label will need to be emailed to the customer for the return of the faulty goods and a replacement phone ordered for her. The Dispatch Department should also be informed of the incident.

FASTERF S CUSTOMER COMPLAINT FORM

www. ones.com

Customer Information		Complaint Information	
Customer Name		Complaint Taken by	
Customer Contact		Complaint Date	
Order No		Product Description	

Complaint:

tion

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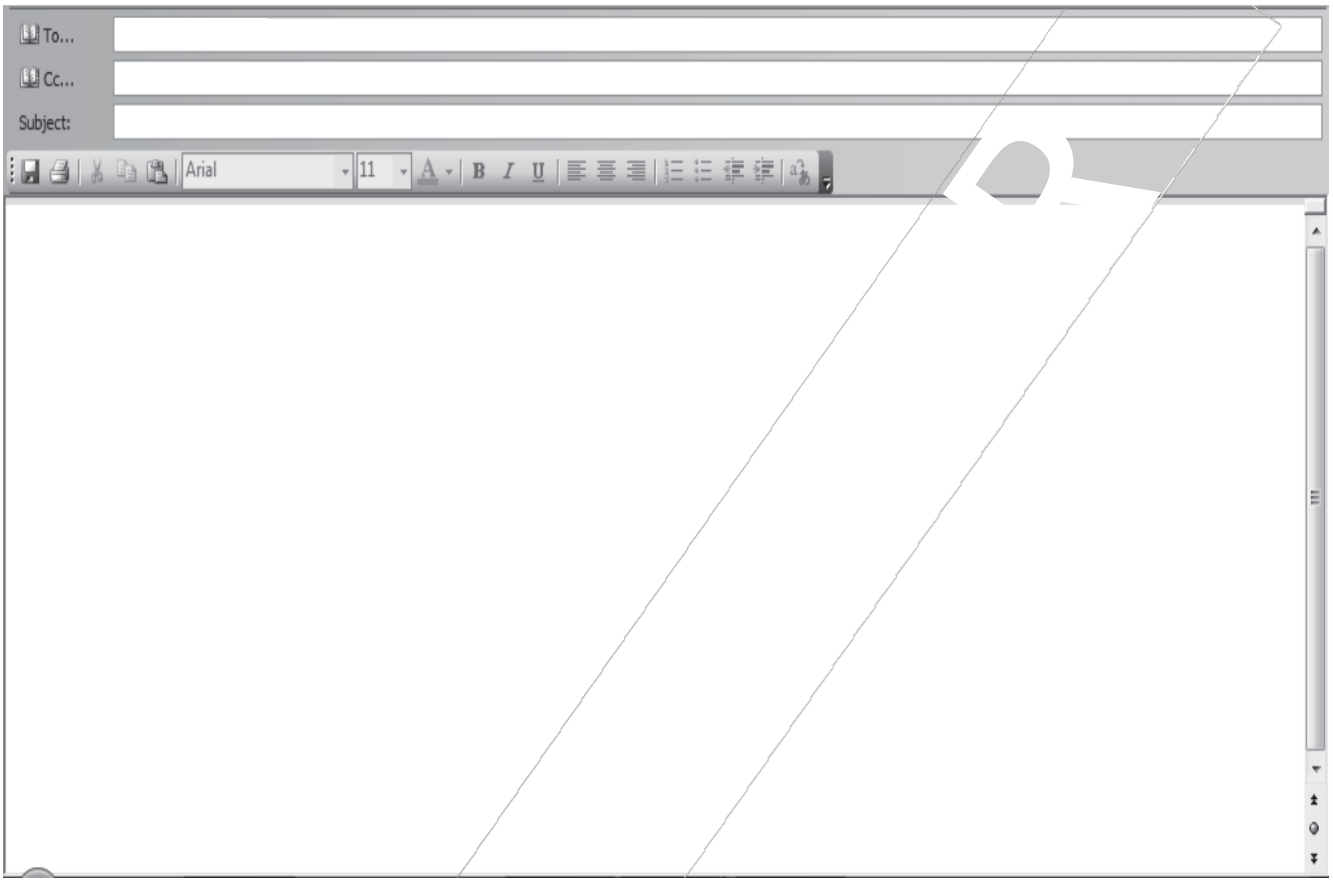
Question 2 – 8 marks

Using the email form below and the information given in Question 1, write to the customer to apologise and to advise her of what action is to be taken to correct the situation. Let her know that the complaint can be tracked via the website. You are authorised to make a small offer of compensation.



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