**CUSTOMER SERVICE PRINCIPLES LEVEL 1**

**Marking Scheme**

**Section A**
(Accept any other suitable answer)

1. a) A customer from the same organisation/department.
1 mark

b) A customer who buys and/or uses the goods and services offered
1 mark

2. a) Asking colleagues for help, advice or information regarding a work-related query.
1 mark

b) Asking the provider of customer service for help, advice or information relating to a product or service.
1 mark

3. Clean, with well presented displays
Smartly dressed staff
Signs showing where items are
Customer service desk/staff — Any 2 x 1 = 2 marks

4. Good eye contact
Nodding as the customer is talking
Sitting/standing straight
Keeping arms open/open body language
Any 2 x 1 = 2 marks

5. Looking bored
Drumming fingers on the table
Frowning/scowling
Doodling on paper
Sighing a lot
Being impatient
Yawning/Lack of eye contact — Any 2 x 1 = 2 marks

6. a) Face-to-face, e.g. interview, presentation
PA System
Mobile phone
Any 1 x 1 = 1 marks

b) E-mail
Fax
Letter
Report
Brochure
Leaflet — Any 1 x 1 = 1 marks

7. Customer telephone number – **yes** — 1 mark (for each)
Date of delivery of customer's laptop – **yes** — 1 mark (for each)
Name of salesperson – **no** — 1 mark (for each)
Number on customer's credit card – **yes** — 1 mark (for each)

Sample Paper 1

8. Line manager, Customer Charter, organisational policy and procedure

Any 1 x 1 = 1 mark

9. Works safely

Any 1 x 1 = 1 mark

10. Stay calm
Don’t get upset
Let the customer have their say
Listen very carefully to what they say
Ask questions
Show concern
Don’t argue
Follow organisational guidelines

Any 2 x 1 = 2 marks

11. Poor service
Service or product purchased not to expected standard
Faulty goods
Difference in price

Any 2 x 1 = 2 marks

12. Customer details especially contact details
Details of the complaint
Action currently being taken
Final outcome of the complaint
Details of any follow up action
Date of closure of complaint
Date of initial complaint

Any 2 x 1 = 2 marks

Sample Paper 1

## Marking scheme – Section B

### Question 1

Correctly identified course of action is email to Priti Patel — 2 marks

Format: To: ppatel@pcPerfect.com
Subject: A1 Notebook 4939AL (or other suitable heading)
½ mark each up to a maximum of — 1 mark

Is it possible to include extra USB ports?
What is the cost?
From: Candidate Name
1 mark each to a maximum of — 3 marks

**Total 6 marks**

### Question 2

Name of desk – PC Verso
Computer desk
Colour: black **only** (no mark if pine mentioned)
Casters
Pull-out keyboard shelf
Other shelves
Price is £30
1 mark each to a maximum of 4 marks

**Total 4 marks**

### Question 3

How much space do you have available / what size?
What colour is existing furniture / what colour required?
What is the budget?
Is storage required for consumables/peripherals?
Does it need to be easily moved?
2 marks each to a maximum of 6 marks

**Total 6 marks**

Sample Paper 1