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8992-112 19VERD SAMPLE PAPER 2

Principles of Customer Service

Level 2

If provided, stick your candidate barcode label here.

Time allowed:
1 hour 30 minutes (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.
- 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 question booklet in the spaces provided.

Section B

Answer **all** questions in Section B. Information required to help answer these questions is given in the Scenario.

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

All final answers must be in blue or black ink.

Calculators and English and mother tongue dictionaries can be used.

For examiner's use only

Section A	Section B	Total
36	24	60



Section A

Answer **all** questions in this section – 36 marks.

1. a) Describe what is meant by an internal customer.

.....
..... (1 mark)

b) Give **two** examples of services an internal customer may require.

.....
..... (2 marks)

2. a) Identify **two** ways a customer service policy provides reassurance to customers.

.....
..... (2 marks)

b) Identify one way a customer service policy can help staff when dealing with customers.

..... (1 mark)

3. State **three** pieces of information an organisation would need in order to deliver a customer's order.

.....
.....
..... (3 marks)

4. Explain **three** ways in which an organisation's good reputation affects its staff.

.....
.....
..... (3 marks)

5. Describe **three** ways a customer service deliverer should behave in order to create a positive atmosphere within a team.

.....
.....
..... (3 marks)



6. Describe how **each** of the following interpersonal skills are used to deal with a customer's complaint. **Each** answer should be different.

Questioning

.....

Decision-making

.....

Information-gathering

.....

(3 marks)

7. a) Identify **two** possible outcomes for a customer if product information is inaccurate or out of date.

.....

.....

(2 marks)

b) State the likely outcome for the organisation.

.....

(1 mark)

8. a) Describe **two** ways of identifying customer expectations during a face-to-face interaction.

.....

.....

(2 marks)

b) Give one reason why it might **not** be possible to meet a customer's expectations.

.....

(1 mark)

9. a) Identify **two** ways customers might provide feedback on service without being asked.

.....

.....

(2 marks)

b) State one formal method of gathering customer feedback.

.....

(1 mark)



10. Describe **three** ways in which an organisation can use customer feedback to improve the overall customer experience.

.....
.....
.....

(3 marks)

11. Explain how to adapt one's own communication when dealing with **each** of the following customers face-to-face.

Visually impaired.

.....

Foreign language speaker.

.....

Distressed/agitated.

.....

(3 marks)

12. Give **three** body language signals that might make a complaining customer angry.

.....
.....
.....

(3 marks)

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SAMPLE PAPER 2

Section B

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

Scenario

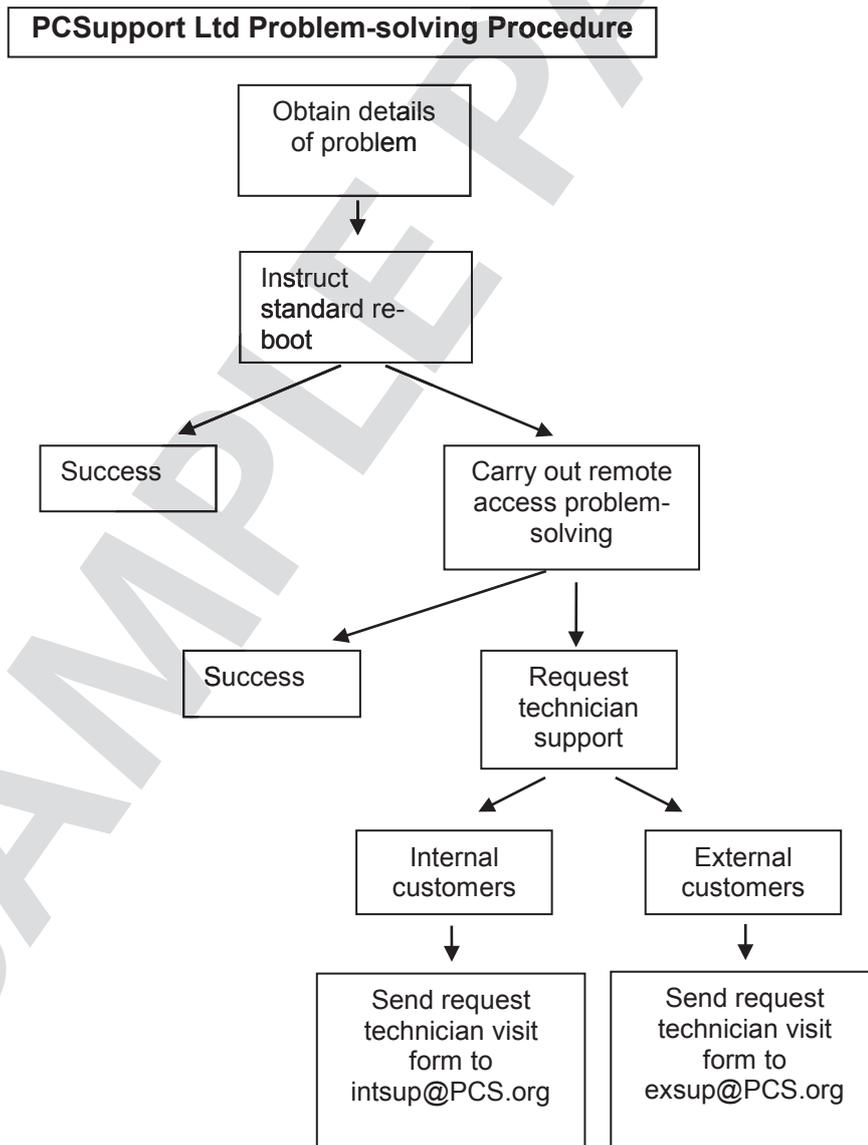
You work on one of the IT help desks at PCSupport Ltd, an organisation that helps to solve computer-users' problems over the telephone to both internal and external customers. You have the following tasks to complete today:

- complete a request form
- explanatory letter to customer
- create a notice.

Question 1 – 8 marks

Lou Janks, at Wisbeck Council is having problems attaching plans created in the DRAW! program to his emails. Lou needs to send some plans before the end of today. You have completed the re-boot and remote access problem-solving procedures without success.

Use the Problem-solving Procedure below and the form on the opposite page to request technical support for the customer to solve the problem.



PCSUPPORT LTD TECHNICIAN VISIT REQUEST FORM			
To:			
Customer Name:		Request Taken by:	
Customer Location:		Request Date:	
Program(s):			
Brief explanation of problem:			
Corrective Actions taken:			
Urgent? <input type="checkbox"/> Yes <input type="checkbox"/> No			

Question 2 – 8 marks

At 3.50 pm, you receive another call from Lou Janks to say that the technician has not yet arrived and that he needs to send off the plans by 5 pm. The supervisor in the Technical Support department tells you that, owing to a large number of call-outs and unexpected absence of technicians, the service is running late. He has informed you that a technician will call on Mr Janks within the next hour. You will be in the office until 5.30 pm.

Use the email template below to update the customer with this information including a reassurance of your support. Use the CC field to keep the technical support supervisor informed of your action.

The form is an email composition window. It features three input fields at the top: 'To:', 'Cc:', and 'Subject:'. Below these is a large, empty text area for the email body. A prominent diagonal watermark reading 'SAMPLE PAPER 2' is overlaid across the entire form area.



Question 3 – 8 marks

Use the space below to create a display notice with **five** guidelines for staff on how they can present a professional image when dealing with customers' problems and **three** actions to take when things go wrong.

Let's present a professional image to our customers!
Here's how:
1.
2.
3.
4.
5.
When things go wrong ...
1.
2.
3.

