PRINCIPLES OF CUSTOMER SERVICE LEVEL 2

Marking Scheme - Sample Paper 1

Section A
(Accept any other suitable answer)

1. (i) Line manager
Colleagues
Staff within other departments

2 x 1 = 2 marks

(ii) General public
Other car dealers
Staff within other departments

1 x 1 = 1 mark

2. Name
Address
Contact number
Type of product bought or service received
Any feedback sent or obtained

Any 3 x 1 = 3 marks

3. Increases number of returning customers
Provides a clear guidance on expectations to customers
Attracts new customers
Provides organisation with a positive image
Ensures all staff have a standard approach to customer service

Any 3 x 1 = 3 marks

4. Listen to customers
Clearly establish customer needs
Recognise any concerns or doubts customers may have
Handle customer concerns or doubts by turning the negative to the positive
Meet the customers' needs
Making certain that the customer is satisfied with the outcome
Going the "extra mile"

Any 3 x 1 = 3 marks

5. Professionalism, communication skills, body language, interpersonal skills

4 marks

6. Meeting deadline, co-operating, sensitivity

Any 2 x 1 = 2 marks

7. catalogues
brochures
sales board
price lists
notices
leaflets
banners

Any 3 x 1 = 3 marks

Sample Paper 1

8. Questionnaire
Face-to-face interview
Telephone interview
Informal discussion

Any 3 x 1 = 3 marks

9. Having a policy of welcoming customer complaints
Setting up a system to handle complaints effectively
Training staff to handle complaints well
Dealing with complaints immediately
Ensuring the process for making complaints is easy for customers
Regularly reviewing the complaints record for previous solutions.

Any 3 x 1 = 3 marks

10. Busy periods, quiet period, people/systems malfunction, power cut

Any 3 x 1 = 3 marks

11. i) **Vague** – asking questions, suggesting types of makes and models, explanation of features and benefits, give them time to think it over.
ii) **Know exactly** – quickly establish needs, find the right car and features, make the sale
iii) **Abusive** – dealing calmly with them, exploring their needs, identify a range of makes and models to choose from, providing them with a range of information, letting them talk, giving them time to make up their mind.

Any 3 x 1 = 3 marks

12. Eye contact, appropriate distance, nodding, visibly writing notes, active listening

Any 3 x 1 = 3 marks

Sample Paper 1

Marking scheme – Section B

Question 1- 8 marks

CUSTOMER COMPLAINT FORM

Customer Information

Customer Name	Peter Clarkson	**(1)**
Customer Address	18 The Grovelands Oxford OX10 3TT	**(1)**
Phone Number	01939 9954949	**(1)**
Email Address	peterjclarkson24@yamail.com	**(1)**

Complaint Information

Complaint Taken by	(Candidate's name)	**(1)**
Complaint Date	(Date of exam)	**(1)**
Product Number	V1949	**(1)**
Product Description	Veg Magi Blender	**(1)**

Complaint:

Cracked lid not replaced – requested 4 months ago **(1)**

Corrective Action:

Written to customer acknowledging complaint, 5% discount offered **(1)**

Requested replacement part within 5 days **(1)**

Was the problem resolved? ☐ Yes ☑ No

If no, to whom was the problem transferred? Spares Department **(1)**

Could the problem have been avoided?

Yes – spare part should have been sent out when originally promised **(1)**

(Candidate's name) (Candidate's signature) (date of exam) **(3)**

Print Name Signature Date

Total 16 marks / 2 = 8 marks

Question 2 – 4 marks

Format: To: Spares Department
From: Candidate
Date: date of exam
Subject: Veg Magi Blender V1949 (or other suitable heading)

½ mark each up to a maximum of 2 marks

Enclosed/attached complaint form
Request replacement lid sent in 5 days } 1 mark each to maximum of 2 marks

Total 4 marks

Sample Paper 1

Question 3 – 8 marks

Format: Date, Address, Salutation, Complimentary close
½ mark each up to a maximum of 2 marks

Acknowledgement of email/complaint
Apology for inconvenience
Action: complaint forwarded to Spares Dept and replacement in 5 days
Offer of 5% discount on next purchase.
} 1 mark each point to a

4 marks

Signatory Jay Oman/Customer Services Manager 1 mark
Clarity, construction, etc 1 mark

Total 8 marks

Question 4 – 4 marks

Hearing impaired - use of pictures, written information, slow demonstration

Language problems - use of pictures, written information, slow demonstration

Physical disability issues – height of demonstration for wheelchair users, highlight ergonomic/ease of use features.

2 x 1 + 2 x 1 = 4 marks

Sample Paper 1