Principles of Customer Service
Level 2

8992-12-012
Sample Paper 1

This paper must be returned with the candidate's work, otherwise the entry will be void and no result will be issued.

City & Guilds

Candidate's name (Block letters please)

Centre no **Date**

Time allowed: 1 hour and 30 minutes
(Plus 5 minutes reading time)

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.

Sample Paper 1

For examiner's use only

Section A	Section B	Total
36	24	60

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Section A

Answer **all** questions in this section – 36 Marks

1. a) Identify **two** of types of internal customer.

……

……

(2 marks)

b) Identify **one** type of external customer.

……

(1 mark)

2. Identify **three** separate pieces of information which would be useful to know about a returning customer.

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……

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(3 marks)

3. State **three** benefits of a customer service policy.

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(3 marks)

4. Describe **three** methods that could be used to establish a good reputation for an organisation.

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(3 marks)

5. Identify and describe **two** key qualities of a customer service deliverer.

……

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……

……

(4 marks)

Sample Paper 1

6. Identify **two** methods of effective team-working.

……

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(2 marks)

7. List **three** sources of information a customer service deliverer can use to inform a customer on their products or services.

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……

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(3 marks)

8. Identify **three** methods that could be used to obtain customer feedback on the level of customer service provided.

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(3 marks)

9. Describe **three** methods that could be used to ensure service providers can handle complaints effectively.

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(3 marks)

10. Identify **three** factors which may prevent a prompt response to a customer query.

……

……

……

(3 marks)

Sample Paper 1

11. Describe **one** effective method of approach for **each** of the following types of customer.

a) Who only speaks a foreign language

……

b) Knows exactly what they want

……

c) Behaves abusively

……

(3 marks)

12. Identify **three** examples of positive body language when dealing with a complaining customer.

……

……

……

(3 marks)
(Total 36 Marks)

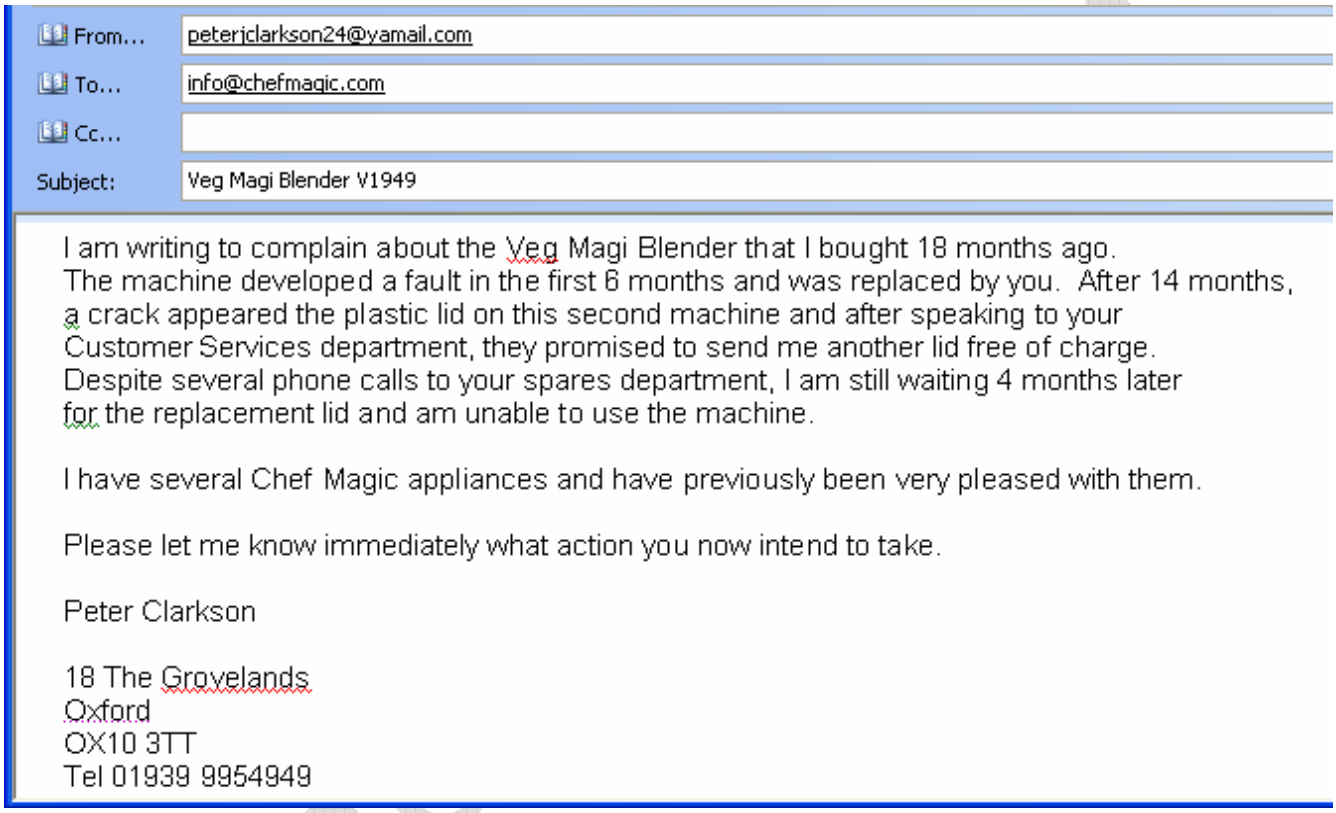
Sample Paper 1

SECTION B – Answer all questions – 24 marks

You work in the Customer Services department at Chef Magic Ltd, a manufacturer and retailer of kitchen equipment. Your boss is the Customer Services Manager, Jay Oman.

- Complete a complaints form
- Write in response to a complaint
- Draft an information sheet on customer needs

1. You have received the following email today. Complete the complaints form overleaf with the details.



From... peterjclarkson24@yamail.com

To... info@chefmagic.com

Cc...

Subject: Veg Magi Blender V1949

I am writing to complain about the Veg Magi Blender that I bought 18 months ago. The machine developed a fault in the first 6 months and was replaced by you. After 14 months, a crack appeared the plastic lid on this second machine and after speaking to your Customer Services department, they promised to send me another lid free of charge. Despite several phone calls to your spares department, I am still waiting 4 months later for the replacement lid and am unable to use the machine.

I have several Chef Magic appliances and have previously been very pleased with them.

Please let me know immediately what action you now intend to take.

Peter Clarkson

18 The Grovelands
Oxford
OX10 3TT
Tel 01939 9954949

Sample

Chef Magic Ltd

CUSTOMER COMPLAINT FORM

Customer Information

Customer Name	
Customer Address	
Phone Number	
Email Address	

Complaint Information

Complaint Taken by	
Complaint Date	
Product Number	
Product Description	

Complaint:

Corrective Action:

Was the problem resolved? ☐ Yes ☐ No

If no, to whom was the problem transferred? _____

Could the problem have been avoided?

_____ _____ _____

Print Name Signature Date

(8 Marks)

2 A copy of the complaints form will be forwarded to the spares department. Use the memo form below to accompany the form, asking them to send a replacement lid to Mr Clarkson within the next 5 days.

MEMO

To Date

From

Re

(4 marks)

3. Using the letterhead paper below, respond to Mr Clarkson's complaint in a letter. Make sure you apologise for the inconvenience caused and state the action you have taken. As a valued customer, you are also able to offer him a discount of 5% against his next Chef Magic purchase. The letter will be signed by the Customer Services Manager.

Chef Magic Ltd

Unit 5 Sidely Industrial Estate,
Sidely, Oxon OX1 3NN
01939 332424
info@chefmagic.com / www.chefmagic.com

(8 marks)

4. Chef Magic employs a team of sales people who demonstrate the products in large department stores. Jay has asked you to draft some tips on how the demonstrators can adjust their demonstrations for different types of customer.

Use the space below to identify **two** different types of customer and how the demonstration can be adjusted to better suit their needs.

Sample Paper 1

(4 marks)
(Total 24 marks)