

CUSTOMER SERVICE PRINCIPLES LEVEL 3

Marking Scheme – Sample paper 1

Section A

(Accept any other suitable answer)

1. i) An agreement between a number of parties in relation to the service that is to be provided and should be expected. 2 marks
- If monitored correctly the SLA will highlight where things are going right or wrong and allow for changes to be made to ensure a high level of service. 1 + 1 = 2 marks
- ii) Time, quality, quantity, price
2. Resources – lack of equipment, lack of staff, budget constraints
External constraints – legislation, customer expectations
Setting unrealistic targets – insufficient resources and/or time 1 + 1 x 2 = 4 marks
3. Internet
Competitors
Trade associations
Trade magazines
Newspapers
Catalogues
Brochures
Price-lists Any 4 x 1 = 4 marks
4. ID Fraud, Industrial espionage, competitor advantage, unsolicited marketing
Disclosure of sensitive information Any 4 x 1 = 4 marks
5. **Behaviours**
Angry
Calm
Vague
Confused
Abusive
Aggressive Any 3 x 1 = 3 marks
- Effective use**
Can take control of a situation
Ensure communication between provider and the customer is effective
Ensure both the customer's needs and the organisations needs are met.
Good use of interpersonal skills gives the customer an impression of professionalism.
It lets customers know the provider is interested in helping them. Any 3 x 1 = 3marks
6. Refunds, replacements, discount, credit note Any 2 x 1 = 2 marks

7. **Internal Audit** is a method of evaluation which can see what is working and what isn't which then allows changes to be put in place.

Review of the Customer Service Process is a method of evaluation that can isolate what aspects of service need to be improved.

Evaluation obtained by **customer feedback** to enable improvements to customer service.

Any 2 x 2 = 4 marks

8. If a promotion is done correctly reaching the correct target audience and in the correct manner it will influence that customer as they will be impressed by what they hear, see, fee etc and will make them look to use/buy the product or service being promoted.
1 + 1 = 2 marks
9. (A) Account billing – business customer
(B) Limo/luxury vehicles – tourist/family/business customer
Disabled access vehicles – all customers
Door-to-door pick-up – tourist/family/business customer
Free child seat hire – family
24-hour pick-up/drop-off – tourists
1 + 1 x 3 = 6 marks
10. i) It is essential that the correct balance of types of people is achieved for them to be effective and work together well.
There needs to be a good mix of people and personalities so different tasks, activities, and situations can be dealt with.
There needs to be a mix of leaders, followers, doers, etc.
Any 2 x 1 = 2 marks
- ii) Increased profits
Increased customer satisfaction
Increased return custom
Deadlines and targets met
Any 2 x 1 = 2 marks
11. (i) Highlights strengths and achievements
Allows for future development, in discussion with the line manager
Allows the opportunity to have an open discussion on performance and future with the line manager.
Can be a motivating exercise
Can make staff feel noticed and improve relationships
Can help efficiency and improve the standard of work
Any 3 x 1 = 3 marks
- (ii) What they are good at
What they feel they need to improve
What future development they would like to have
Any 2 x 1 = 2 marks
12. So that all involved have a clear understanding of what is expected of them and how they are supposed to perform in any given task.
To ensure things are always evolving and improving to ensure the highest possible service is being provided.
To give people confidence in themselves and assurance that they are going to be supported.
Any 3 x 1 = 3 marks

Section B**Question 1 – 14 marks**

Title: Report on Promoting Parking Package (or similar), for Joan Mattingly,
up Date (in title or at end)

Candidate's name (in title or at end) $\frac{1}{2}$ mark each to a maximum of 2 marks

Suitable introduction }
Suitable formal report layout with headings } 1 mark each to maximum of 2 marks

Methods of promotion described with evaluation of likely success in scenario:

Mailshot existing clients
Leaflets on reception/in rooms
Flyers externally eg at airport
Advertising – TV, radio, press, static/billboard
Web page

1 mark each + 1 mark
each evaluation to max of 8 marks

Suitable cost effective recommendations for small independent hotel,
eg LOCAL press advertising, web page, mailshots, leaflets maximum of 2 marks

Total of 14 marks**Question 2 – 10 marks**

Format: Address, Date, Salutation, Complimentary close
 $\frac{1}{2}$ mark each up to a maximum of 2 marks

Intro – referring to the complaint and date of stay 1 mark

Reason for the offence (technical fault, personnel shortage)
and recognition of accountability
Acknowledgement of inconvenience caused
A judgment of the offence, eg "it was wrong, insensitive, etc .."
Statement of regret
Statement of compensation, eg discounted/free stay

1 mark each
to maximum of 5 marks

Signatory: Candidate as Assistant Manager or Joan Mattingly, Manager 1 mark
Clarity, construction, etc 1 mark

Total of 10 marks**Question 3 – 8 marks**

Format: To: Joan Mattingly, From: Candidate's name
 $\frac{1}{2}$ mark each up to a maximum of 1 mark

Described methods of collecting feedback, eg

Questionnaires in rooms
Mailshot survey
Telephone interviews
Service calls
Observation
Suggestions box

1 mark each to maximum of 5 marks

Suitable method identified for implementation first with justification 2 marks

Total 8 marks**Total 32 Marks**