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

Sample paper 1

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)	(B)
Account billing	business customer
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

Sample paper 1

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) ½ 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
½ 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
½ 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

Sample paper 1