Customer Service Principles
Level 3

8992-13-013
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: 2 hours
(Plus 5 minutes reading time)

You must attempt **all** the tasks in the order given.

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
48	32	80

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Section A

Answer **all** questions in this section - 48 marks

1. a) Describe what is meant by a Service Level Agreement (SLA) and how it can be used to monitor customer service delivery.

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(2 marks)

b) Give **two** examples of performance measures within a service level agreement (SLA).

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(2 marks)

2. Describe **two** factors which may impact upon the fulfilment of an SLA and explain why.

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(4 marks)

3. Identify **four** sources of information for customers on an organisation's products and services.

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(4 marks)

4. Identify **four** implications of not keeping organisational and customer information confidential.

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(4 marks)

Sample Paper 1

5. Identify **three** different customer behaviours and explain how a service provider may effectively deal with **each**.

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(6 marks)

6. Identify **two** ways of compensating a valid customer complaint.

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(2 marks)

7. Identify **two** methods of evaluating the customer service process and describe reasons why **each** of these contributes to continuous improvement.

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(4 marks)

8. Describe how the promotion of a feature or benefit of a product or service can influence a customer's choice.

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(2 marks)

9. a) Describe **three** unique selling points that could be used to increase a car hire company's custom.

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(3 marks)

Sample Paper 1

b) Identify **three** different types of customer to whom these points would be of interest.

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(3 marks)

10. a) Describe **two** factors which can help to get the team dynamics right when putting a customer service team together.

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(2 marks)

b) Identify **two** contributions an effective customer service team makes to an organisation's aims and objectives.

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(2 marks)

11. As part of your job role you are responsible for staff development.

a) Describe **three** advantages of carrying out a staff appraisal.

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(3 marks)

b) Describe **two** features of staff assessment.

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(2 marks)

12. Describe **three** reasons why it is important for teams and individuals to have development plans in place.

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(3 marks)
(Total 48 marks)

Sample Paper 1

Section B Answer **all** questions in this section – 32 marks.

Scenario

You are the assistant manager of Rushleigh, a small, independent hotel catering for business travellers using the airport terminal a few miles away. The hotel manager is Joan Mattingly and you have the following tasks to complete today:

- Formal report on promoting a service
- Letter of apology
- Email on obtaining customer feedback

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1 Joan is keen to increase business and wants to introduce a package whereby guests can obtain free parking while they are away and a shuttle service to the airport. She has asked you to report back on ways of promoting this new service. Write up the various methods into a formal report, evaluating the likely success of each and recommending suitable and cost effective methods for the hotel.

(14 marks)

Sample Paper 1

2 The following was recorded by a regular client in the customer complaints book this morning. The cause was a technical fault in the kitchen coupled with a shortage of personnel. Using the letterhead below, write a letter of apology to deal with the matter effectively.

Rusleigh Hotel COMPLAINT FORM

Customer Name	Rebecca Eldridge		**Complaint Taken by**	Sally James, Receptionist
Customer Address	8 Rivermead Littletown CR12 9TT		**Complaint Date**	(today)

Complaint:

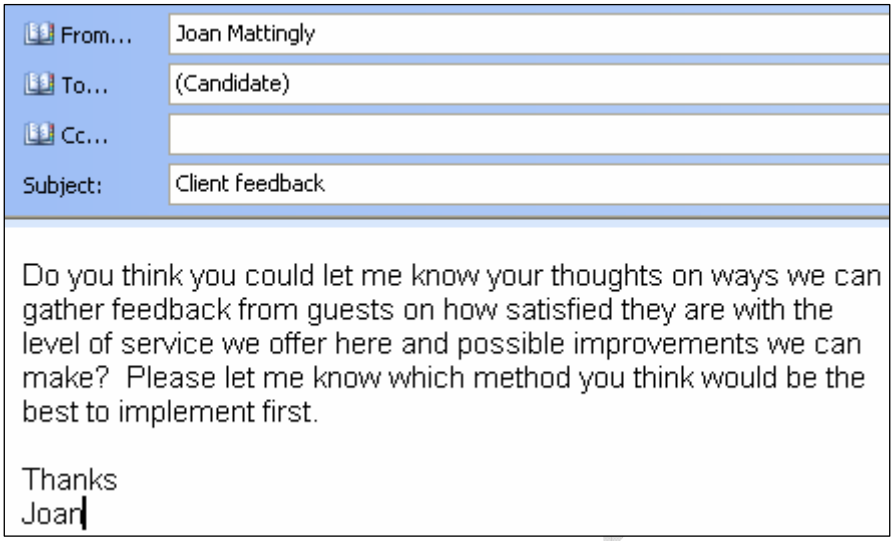
Even though I arrived in plenty of time at the breakfast room this morning, I was kept waiting for more than half an hour at the table without even the offer of tea or coffee. In the end I had to leave without breakfast in order to catch my flight. The receptionist was unable to offer any explanation and I was by then in too much of a hurry to wait and see the Duty Manager. The room rate includes breakfast in the price but I had to purchase my own at the airport. I am usually satisfied with the service here, but this morning I feel very disappointed.

Rusleigh Hotel
Station Way
Corby
LE1 2AE
Tel 01294 393949
www.rushleigh.com / email: res@rushleigh.com

Sample Paper 1

(10 marks)

3 Reply to Joan's email, in the space provided below.



From: ……
To: ……

Subject: Client Feedback

(8 marks)
(Total 32 marks)