Principles of Customer Service Level 2

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



8992-12-012 Sample Paper 1

entre no		Date	
<u> </u>			
	Time allowe	 d: 1 hour and 30 minutes (Plus 5 minutes readin 	
	Section A	Answer all 12 questions answers should be writte	in Section A. Your in in the spaces provided.
Section B Answer all questions in Section B.		Section B.	
		All final answers must be If additional separate she make sure each page is name.	eets of paper are used,
	Calculators a	and English and mother ton	gue dictionaries can be used.
C			
or examir	er's use only		

36	24	60

Section A

Ansv	wer all questions in this section – 36 Marks	
1.	a) Identify two of types of internal customer.	
		(2 marks)
		(2 11/21/13)
	b) Identify one type of external customer.	
		(1 mark)
2.	Identify three separate pieces of information which would be useful to know al returning customer.	pout a
		(3 marks)
3.	State three benefits of a customer service policy.	()
5.	State time benefits of a customer service policy.	
		(3 marks)
4.	Describe three methods that could be used to establish a good reputation for organisation.	an
		(3 marks)
5.	Identify and describe two key qualities of a customer service deliverer.	
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(4 marks)

6.	Identify two methods of effective team-working.
	(2 marks)
7.	List three sources of information a customer service deliverer can use to inform a customer on their products or services.
	(3 marks)
8.	Identify three methods that could be used to obtain customer feedback on the level of customer service provided.
	(3 marks)
9.	Describe three methods that could be used to ensure service providers can handle
	complaints effectively.
	(3 marks)
10.	Identify three factors which may prevent a prompt response to a customer query.
	(3 marks)

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) Identify three examples of positive body language when dealing with a complaining 12. customer. _____ (3 marks) (Total 36 Marks)

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
🛄 То	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



CUSTOMER COMPLAINT FORM

Customer Information	Complaint Information
Customer Name	Complaint Taken by
Customer Address	Complaint Date
Phone Number	Product Number
Email Address	Product Description
Complaint:	
Corrective Action:	
Was the problem resolved?	
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.

	МЕМО
То	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.

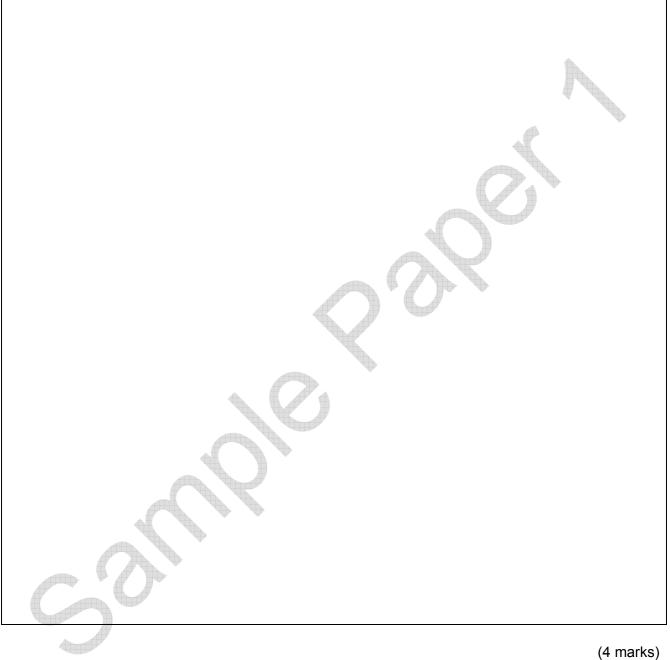


Unit 5 Sidely Industrial Estate, Sidely, Oxon OX1 3NN 01939 332424 info@chefmagic.com / www.chefmagic.com

(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.



(4 marks) (Total 24 marks)