Principles of Customer ServiceLevel 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

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.

For examiner's use only

Section A	ction A Section B Total	
36	24	60

Section A

Answer all questions in this section - 36 Marks a) Identify two of types of internal customer. 1. (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. (3 marks) 3. State three benefits of a customer service policy. (3 marks) 4. Describe three methods that could be used to establish a good reputation for an organisation. (3 marks) 5. Identify and describe two key qualities of a customer service deliverer.

(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 on their products or services.	customer
8.	Identify three methods that could be used to obtain customer feedback on the leve customer service provided.	(3 marks) el of
		(3 marks)
9.	Describe three methods that could be used to ensure service providers can handl complaints effectively.	е
		(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 custo	omer.
	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 complainin customer.	g
	(Total	(3 marks) 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.



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 Informa	ation	Complai	int Information
Customer Name	Co	mplaint ken by	
Customer Address	Co	mplaint te	
Phone Number		oduct imber	
Email Address		oduct escription	
Complaint:			
Corrective Action:			
Was the problem resolved? □	Yes □ No		
If no, to whom was the problem			
Could the problem have been av	oided?		
Print Name	Signature		 Date

(8 Marks)

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. 2

	МЕМО
То	Date
From	
Re	
	(A marka)

(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.

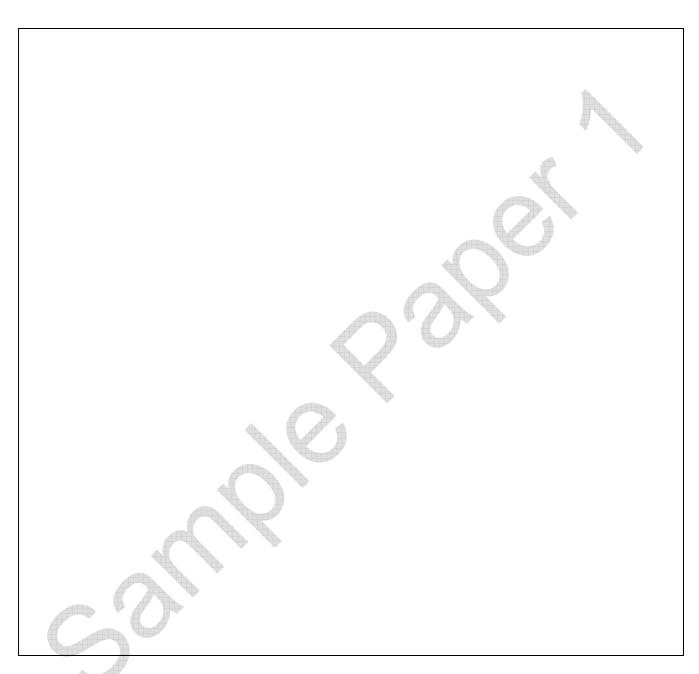


Unit 5 Sidely Industrial Estate, Sidely, Oxon OX1 3NN 01939 332424 info@chefmagic.com / www.chefmagic.com

(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)