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.



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.

For examiner's use only

Section A	Section B	Total	
48	32	80	

Section A

Answer all questions in this section - 48 marks

 a) Describe what is meant by a Service Level Agreement (SLA) and how it can b monitor customer service delivery. 	nat is meant by a Service Level Agreement (SLA) and how it can be used to ner service delivery.		
	(2 mark		
b) Give two examples of performance measures within a service level agreemen	t (SLA).		
	(2 marks		
Describe two factors which may impact upon the fulfilment of an SLA and explain	n why.		
	(4 mark		
	,		
Identify four sources of information for customers on an organisation's products services.	and		
	(4 mark		
Identify four implications of not keeping organisational and customer information confidential.			
	/ 4 '		
	(4 mark		

•		(6 m
I	dentify two ways of compensating a valid customer complaint.	
•		
		(2 m
	dentify two methods of evaluating the customer service process and describe reach of these contributes to continuous improvement.	asons
		(4 m
	Describe how the promotion of a feature or benefit of a product or service can influcustomer's choice.	uence
		(2 ma
	a) Describe three unique selling points that could be used to increase a car hire coustom.	ompar

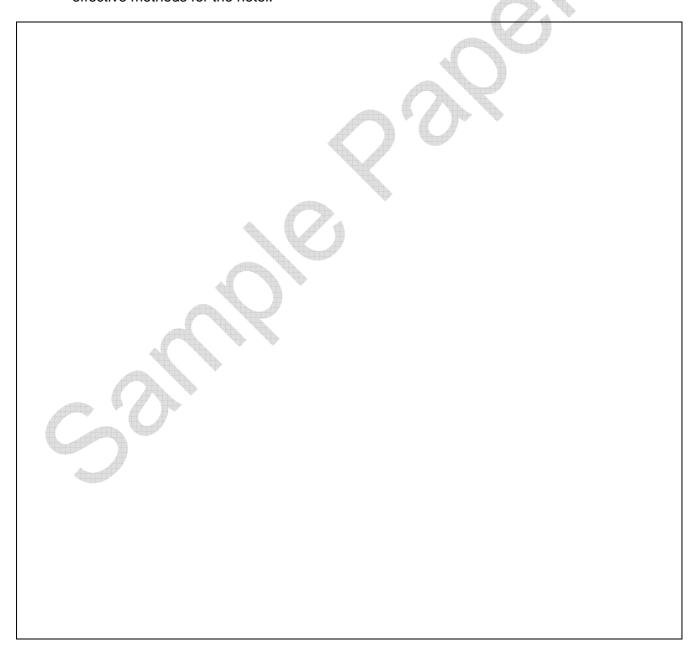
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	b) Identify three different types of customer t	o whom these points would be of inte	erest.
			(3 marks)
	a) Describe two factors which can help to ge customer service team together.	et the team dynamics right when putting	ng a
		4	(2 marks
	b) Identify two contributions an effective cust aims and objectives.	tomer service team makes to an orga	nisation's
			(2 marks)
	As part of your job role you are responsible for	or staff development.	
	a) Describe three advantages of carrying our		
	a) Describe timee advantages of carrying ou		
			(3 marks
			(o marko)
	b) Describe two features of staff assessmen	t.	
			(2 marks)
			(= :::5::10)
	Describe three reasons why it is important for plans in place.	or teams and individuals to have deve	lopment
			•••••
		/Tota	(3 marks)

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
- 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.



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 Station Way Corby LEI 2AE Tel 01294 39394

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.

Tel 01294 393949 www.rushleigh.com / email: res@rushleigh.com

(10 marks)

3	Reply	to Jo	an's ema	ail, in
	the sp	ace	provided	below.

From	Joan Mattingly				
₩ To	(Candidate)				
₩ Cc					
Subject:	Client feedback				
Do you think you could let me know your thoughts on ways we can gather feedback from guests on how satisfied they are with the level of service we offer here and possible improvements we can make? Please let me know which method you think would be the best to implement first.					
Thanks Joan					

From:	
To:	
Subject: Client Feedback	

(8 marks) (Total 32 marks)