

# NCFE LEVEL 2 Certificate in Principles of Customer Service

## Candidate Assessment

## Part A

### Candidate Details

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Postcode: \_\_\_\_\_

Mobile number: \_\_\_\_\_ Work number: \_\_\_\_\_

Home number: \_\_\_\_\_ Preferred number: \_\_\_\_\_

Preferred contact time(s): Morning:  Late afternoon:  Anytime:

Early afternoon:  Evening:

Email (please print clearly): \_\_\_\_\_

Employer: \_\_\_\_\_

College: \_\_\_\_\_

(If you do not know your college please contact the Skills Network Student Support Team on 0845 177 0047 / 01757 210 522)

### CANDIDATE STATEMENT

I have completed the following assessment and confirm all the work is my own.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

## ASSESSMENT QUESTIONS

Please complete ALL of the answers to the questions in each section, and submit these together.

This assessment workbook contains questions in relation to the information provided in your learning resource pack.

Please:

- Read your learning resource before attempting to answer these assessment questions
- Fully complete, sign and date the candidate information on the front sheet overleaf
- Answer **ALL** questions **IN FULL**
- Check you have answered each question fully before submitting to your tutor for marking
- Make sure you supply any research materials together with your assessment.

(Please note: read each question carefully as there may be more than one answer required).

### Tips for understanding how to answer the questions

#### Describe

If you are asked to describe something you should state the features in such a way that another person could recognise what you are describing if they saw it. An example might be: **Describe a donkey.** It would be insufficient to state “has four legs and a back” as this could be a chair. A description stating “a four legged animal, long tail, mane, similar to a horse but generally smaller, makes a unique sound like “eeyor” often repeatedly.” Would probably allow another person to recognise your description as a donkey.

#### Explain / discuss

Give details which make what you are trying to say clear to the reader. As a general rule, this type of question requires the most in depth answer.

#### State

Usually requires a shortened answer, which could be a list or a single sentence. Several questions take the form of “state what the letters ‘BBC’ stand for”. The answer would simply be “British Broadcasting Corporation”.

#### Outline

This type of question needs a brief answer which does not include much detail, but covers all steps, stages or parts involved. A question asking you to outline how to catch a train would require an answer along the lines of “check train times, choose train, go to station, buy ticket and board train”. It would not expect you to include the detail of **how** you would do these things.

#### Identify

This means to give sufficient detail so that someone else can recognise your description. This is sometimes used instead of “state”, so think what the question is asking.

#### Demonstrate

Means just that. Show someone what you do.

## Unit 1: Principles of customer service and delivery

(Please note: the numbers in brackets refer to the assessment criteria for each question and are for your tutor's use.)

**Q1. Explain the purpose and scope of customer service. (1.1)**

**Q2. Define the term 'service offer'. (1.2)**

**Q3. Explain the value of a 'service officer' to an organisation. (1.3)**

**Q4a. Explain the importance of delivering consistently high quality customer service. (1.4)**

**Q4b. Explain the implications of inconsistent customer service. (1.4)**

**Q5. Explain the importance of keeping up to date with knowledge of competitors' activities. (1.5)**

**Q6. Explain barriers to providing effective customer service. (1.6)**

**Q7. Describe the features of effective follow-up service. (1.7)**

**Q8. Describe with examples how sales and consumer-related legislation and regulations affect the delivery of customer service. (2.1)**

**Q9. Describe with examples how health, safety and environmental legislation affects customer service delivery. (2.2)**

**a) Health and safety legislation**

**b) Environmental legislation**

**Q10. Explain how ethical considerations affect customer service. (2.3)**

**Q11. Explain how equality legislation affects customer service. (2.4)**

**Q12. Describe how legislation affects the use and storage of customer information.  
(2.5)**

**a) Use of customer information**

**b) Storage of customer information**

**Q13. Explain the difference between customers' wants, needs and their expectations. (3.1)**

**Q14. Explain how to identify customers' needs and expectations. (3.2)**

**Q15a. Explain the importance of managing customers' expectations. (3.3)**

**Q15b. Describe the expectations that your manager will have on you. (3.3)**

**Q16. Explain how to behave in a way that meets customers' expectations. (3.4)**

**Q17. Describe techniques that can be used to put customers at ease and gain their trust. (3.5)**

**Q18a. Explain the importance of following up actions and keeping promises when delivering customer service. (3.6)**

**Q18b. Describe the implications when customer service is not delivered as promised. (3.6)**

**Q19a. Explain how customer service information can be used. (4.1)**

**Q19b. Explain the implications of the Data Protection Act for the way that customer information can be used. (4.1)**

**Q20. Explain the importance of systems to manage customer service information. (4.2)**

**Q21. Explain the uses of systems to manage customer service information. (4.3)**

**Q22. Identify the features of an effective customer complaints process. (4.4)**

**Q23. Describe the uses of a customer complaints process. (4.5)**

**Q24.Explain the relationship between customers' needs and expectations and customer satisfaction. (5.1)**

**Q25. Describe with examples the features and benefits of an organisation's products and/or services. (5.2)**

**Q26. Explain the importance of treating customers as individuals. (5.3)**

**Q27. Explain the importance of balancing promises made to customers with the needs of the organisation. (5.4)**

**Q28. Explain when and to whom to escalate problems. (5.5)**

**Q29. Describe methods of measuring your own effectiveness in the delivery of customer service. (5.6)**

**Q30. Explain the importance of a brand to an organisation. (6.1)**

**Q31. Explain how a brand affects an organisation's customer service offer. (6.2)**

**Q32. Explain the importance of using customer service language that supports a brand promise. (6.3)**

**Q33. Identify your own role in ensuring that a brand promise is delivered. (You may refer to your own organisation, an organisation that you are familiar with or other relevant information that you have gathered.) (6.4)**

## Unit 2: Understand customers

**Q1. Explain the distinctions between internal and external customers. (1.1)**

**Q2. Explain how cultural factors can affect customers' expectations. (1.2)**

**Q3. Describe the characteristics of challenging customers. (1.3)**

**Q4a. Explain how to identify dissatisfied customers. (1.4)**

**Q4b. Describe the reasons why customers may be dissatisfied, including those relevant to your own industry. (1.4)**

**Q5. Describe common techniques for dealing with dissatisfied customers. (1.5)**

**Q6. Explain how the achievement of the customer service offer contributes to enhancing customer loyalty. (2.1)**

**Q7. Explain the relationship between customer satisfaction and organisational performance. (2.2)**

**Q8. Explain how the reputation and image of an organisation affects customers' perceptions of its products and/or services. (2.3)**

**Q9. Explain the potential consequences of customers' dissatisfaction. (2.4)**

**Q10. Describe different methods of attracting customers and retaining their loyalty. (2.5)**

**Assessment Checklist**

Now you have completed this assessment booklet, please now complete the final checklist:

I have answered all of the assessment questions

I can confirm all the work in the assessment is my own

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

**CONGRATULATIONS!**

You have now completed your Part B Assessment. Please make sure you have completed all questions fully and you have filled in the front cover page with your personal details.

You now need to submit your answers to be marked. Please follow the instructions as detailed in your induction.

Your tutor will mark your work and provide robust feedback. Should your paper be referred, you will be required to resubmit answers until you have passed.

Please contact our support team if you require any further advice or guidance.