

NCFE LEVEL 2 Certificate in Principles of Customer Service

Candidate Assessment

Part B

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 3: Understand employer organisations

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

Q1. Explain the differences between the private sector, public sector and voluntary sector. (1.1)

Q2a. Explain the functions of different organisational structures. (1.2)

Q2b. Explain why organisations may be structured by function, products/services or location. (1.2)

**Q3. Describe the features of different types of legal structures for organisations.
(1.3)**

Q4. Describe the internal and external influences on organisations. (2.1)

a) Internal Influence

b) External influence

Q5. Explain the use of different models of analysis in understanding the organisational environment, with reference to SWOT analysis and PESLE. (2.2)

a) SWOT

b) PESLE

Q6. Explain why change in the business environment is important, including the benefits of change and the reasons why change may be necessary. (2.3)

Unit 4: Understand how to communicate with customers

Q1. Explain the importance of effective communication in customer service (1.1)

Q2. Explain how tone of voice, choice of expression and body language can affect the way that customers perceive their experience. (1.2)

a) Tone of voice

b) Choice of expression

c) Body language

Q3. Explain why 'customer service language' is used. (1.3)

Q4a. Describe different questioning techniques that can be used when communicating with customers. (1.4)

Q4b. Describe how paraphrasing, summarising and active listening can be used to support questioning techniques when communicating with customers. (1.4)

a) Paraphrasing

b) Summarising

c) Active listening

Q5. Describe verbal and non-verbal signals that show how a customer may be feeling. (1.5)

Q6. Describe the types of information needed when communicating verbally with customers. (1.6)

Q7. Explain why it is necessary to use different forms of written communication for different purposes. (2.1)

Describe practices for producing different forms of written communications, including the conventions that apply within your own organisation. (2.2)

QA9. Describe the potential benefits and limitations associated with communicating with customers in writing. (2.3)

Benefits	Limitations

Q10. Explain the implications of confidentiality and data protection including those of a legal nature, when communicating with customers in writing, to include the following. (2.4)

a) Legal implications for employees

b) Implications for disclosure of information

c) Implications for storing information

d) The purpose of procedures for confidentiality and data protection

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.