

NCFE LEVEL 2 Certificate in Principles of Customer Service

Candidate Assessment

Part C

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 5: Understand how to handle customer information

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

Q1. Describe the functions of a minimum of two different types of customer information systems. One of the systems you select should be used in your own chosen organisation or industry. (1.1)

Q2. Explain the way in which legislation and regulatory requirements affect the processing of customer information. (1.2)

Q3a. Explain different responsibilities and levels of authority for processing customer service information in your own organisation. (1.3)

Q3b. Explain the lines of communication in relation to transmitting customer information in your own organisation. (1.3)

Q4a. Explain the reliability of sources of customer information. (1.4)

Q4b. Explain the validity of customer information. (1.5)

**Q5. Explain an organisation's customer service handover procedures in relation to:
(2.1)**

a) Handover procedures at shift change, staff breaks or annual leave

b) Handover procedures when escalating or referring customers

Q6. Explain why it is appropriate to pass responsibility for completing particular customer service actions to colleagues. (2.2)

Q7. Explain why, when and how to set reminders to follow up on actions handed over to others. (2.3)

a) Why

b) When

c) How

Q8. Explain levels of your own responsibility in the customer service handover process. You may refer to your own organisation, one you are familiar with or one that you have come across during your studies. (2.4)

Unit 6: Understand how to resolve problems and deliver customer service to challenging customers

Q1. Describe different types of challenging customers in the customer service environment. (1.1)

Q2. Explain an organisation's procedures and standards of behaviour for dealing with challenging customers. (1.2)

a) Procedures

b) Standards of behaviour)

Q3. Explain behaviours that make it challenging to deal with customers. (1.3)

Q4. Explain the difference between assertive and aggressive behaviour. (1.4)

Q5. Describe techniques to deal with customers' challenging behaviour. (1.5)

Q6. Explain how your own levels of authority for agreeing actions outside the service offer. You may refer to your own organisation, an organisation you are familiar with or an organisation that you have come across during your studies. (1.6)

Q7. Explain why it is important that colleagues are informed when challenging customers re-open or escalate matters. (1.7)

Q8. Describe an organisation's customer service and complaints procedures. You may refer to your own organisation, an organisation you are familiar with or an organisation that you have come across during your studies. (2.1)

Q9. Describe techniques to identify customer service problems and their causes. (2.2)

Q10. Describe techniques to deal with situations where customers become agitated or angry. (2.3)

Q11. Explain the limits of your own authority for resolving customers' problems and making promises. You may refer to your own organisation, an organisation you are familiar with or an organisation that you have come across during your studies. (2.4)

Q12. Explain the purpose of encouraging customers to provide feedback, including reference to the purpose of collecting both positive and negative feedback. (2.5)

Q13. Describe methods used to encourage customers to provide feedback. (2.6)

Unit 7: Understand how to develop customer relationships

Q1. Describe the importance of developing relationships with customers. (1.1)

Q2. Explain the value of customer loyalty and retention. (1.2)

Q3. Explain how customers' expectations may change over time. (1.3)

Q4. Explain the use of customer feedback as a means of developing customer relationships. (1.4)

Q5. Explain the limits of your own authority to make alternative service offers to customers. You may refer to your own organisation, an organisation you are familiar with or an organisation that you have come across during your studies. (1.5)

Q6. Describe the use of Customer Relationship Management systems and processes to meet customer expectations. (1.6)

Q7. Explain the importance of regular communication in the development of both internal and external customer relationships. (1.7)

Q8. Explain how customers form expectations of the service they will receive. (2.1)

Q9. Explain legislation, organisational policies and procedures that can limit or vary the service offer. (2.2)

a) Legislation

b) Policies and procedures

Q10. Explain the types of actions that customers are likely to perceive as adding value. (2.3)

Q11. Explain how to recognise when actions taken to offer added value could be built into the service offer. (2.4)

Q12. Describe different sources of information that may help identify ways of improving customer service. (3.1)

Q13. Describe the constraints on suggesting improvements to customer service. (3.2)

Q14. Explain the limits of your own authority in implementing improvements. You may refer to your own organisation, one you are familiar with or one that you have come across during your studies. (3.3)

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.