

FOR CENTRE AND CANDIDATE USE - PLEASE PHOTOCOPY AS REQUIRED

BUSINESS STANDARD LEVEL
CUSTOMER CARE (OPTIONAL MODULE) 5168
Assignment Cover Sheet for Candidates

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When submitting a copy of your assignment please complete this Assignment Cover Sheet and an S.A.R., which is completed by your tutor. By completing this form and submitting the assignment for assessment by CIE you confirm that the assignment is all your own work. Any work taken from another source has been appropriately referenced and acknowledged.

CIE Unique Candidate Identifier		
Centre No.	Year	Cand. No.

Candidate Name	Date of Submission

Please read this page and complete the grids on the next two pages, before handing in your assignment. This form is designed to help you check that your work is complete and that you have covered all the required competence criteria. There are three pages in total. The assignment guidelines, available in the syllabus, provide full information for the completion of the assignment.

For this assignment you must present a written report which includes the following:

- a contents page
- an introduction (purpose of the assignment and an outline of the work to be included)
- indicate how you went about the investigation - a clear explanation of the investigation you have carried out and methods you have used (steps taken to obtain information, e.g. interviews, surveys, visits, research why these methods were chosen and how they proved to be effective)
- a customer survey – based on a local service provider – which details results and solutions
- a write-up (well summarised findings from the investigation)
- demonstrate adequate coverage of the aims and objectives (these are listed on the next two pages)

In addition, your report should:

- be between 1400 - 1800 words long
- be word processed (legible hand writing is also acceptable)
- have a logical structure with clearly presented and explained sections
- a bibliography (list of reference materials, publications and text books used as reference sources)
- have a clear, legible and business-like layout and format

Have these requirements been met? YES/NO

Comments:

Further details of the assignment requirements can be found in the syllabus section headed 'Assignment Guidelines'. A copy of the syllabus can be found at www.cie.org.uk.

Assignment contents

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Conduct a locally based survey of customer opinion about a specific service. Prepare a written report which outlines the service investigated, and which types of customers use it. The report must identify common types of customer problems and provide potential solutions for them.

You should go through the grids and indicate in the boxes where the evidence can be found. You may want to add a comment to explain your choice, but this is not always necessary.

Select a local organisation which provides a service and identify the different types of customer and customer care

		Page no.	Comments
1.2	Recognise how customer care operates in different organisations <ul style="list-style-type: none"> retail; manufacturing; administration; service sector. Reasons why the emphasis on how customer care is delivered differs with the type of organisation 		
1.3	Identify types of customers <ul style="list-style-type: none"> the meaning of being customer focused; reasons for the increasing demands of customers (raised expectations, better knowledge of services and prices, more choice, less tolerant, more stressed); internal customers; external customers; loyal customers; potential customers 		

Gather information on customer opinion and problems

4.1	Identify types of customer problems <ul style="list-style-type: none"> inside the organisation: with product or service availability; product quality or operation; individual staff; complaints procedures outside the organisation: justified complaints; unjustified complaints; understanding of the product or service by the customer 		
4.2	Gather information on customer problems <ul style="list-style-type: none"> quickly acknowledge customer problem; summarise nature of problem with customer; suggest courses of action available; seek advice from others on how best to deal with customer problem 		
5.1	Select a local service provider and conduct a customer survey		

Identify customer care systems which work well and explain why		Page no.	Comments
2.1	Identify and understand reliable service systems <ul style="list-style-type: none"> importance of delivering prompt service using organisational procedures; stock control; complaints procedures; updating product knowledge, health and safety procedures 		
2.2	Understand the importance of personal reliability in service delivery <ul style="list-style-type: none"> prompt response; constant updating of service and product knowledge; when to offer help to others (customers and colleagues). These should be illustrated through practical examples 		
3.2	Respond effectively to the needs and feelings of customers <ul style="list-style-type: none"> gather information: listening carefully; questioning; positive body language; interpreting what the customer is not saying as well as what they are saying; knowing where to find information on the products or services the customer requires respond to information given by the customer: summarising what the customer needs; delivering a product or service which meets the needs of the customer 		
3.3	Maintain a positive self-image with customers <ul style="list-style-type: none"> polite and well mannered at all times; show interest in every customer, including difficult ones; pride in personal appearance and professionalism present a positive image of the organisation; demonstrate honesty and integrity with customers and colleagues. Examples from real life should be provided to illustrate these points 		

Offer solutions to service problems based on the information collected

4.1	As before – identify types of customer problems		
4.3	Identify and provide solutions for customers <ul style="list-style-type: none"> use company procedures to provide solutions for customer complaints (refunds, replacements, compensation); know when to pass the problem to higher authority; check with customer that solution has worked; take action to prevent the problem occurring again 		
5.2	Write a report on the results and offer solutions		

Self Evaluation

	Comment on: <ul style="list-style-type: none"> your approach to selecting the organisation and the evidence for the investigation the strengths and weaknesses of your report 		
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