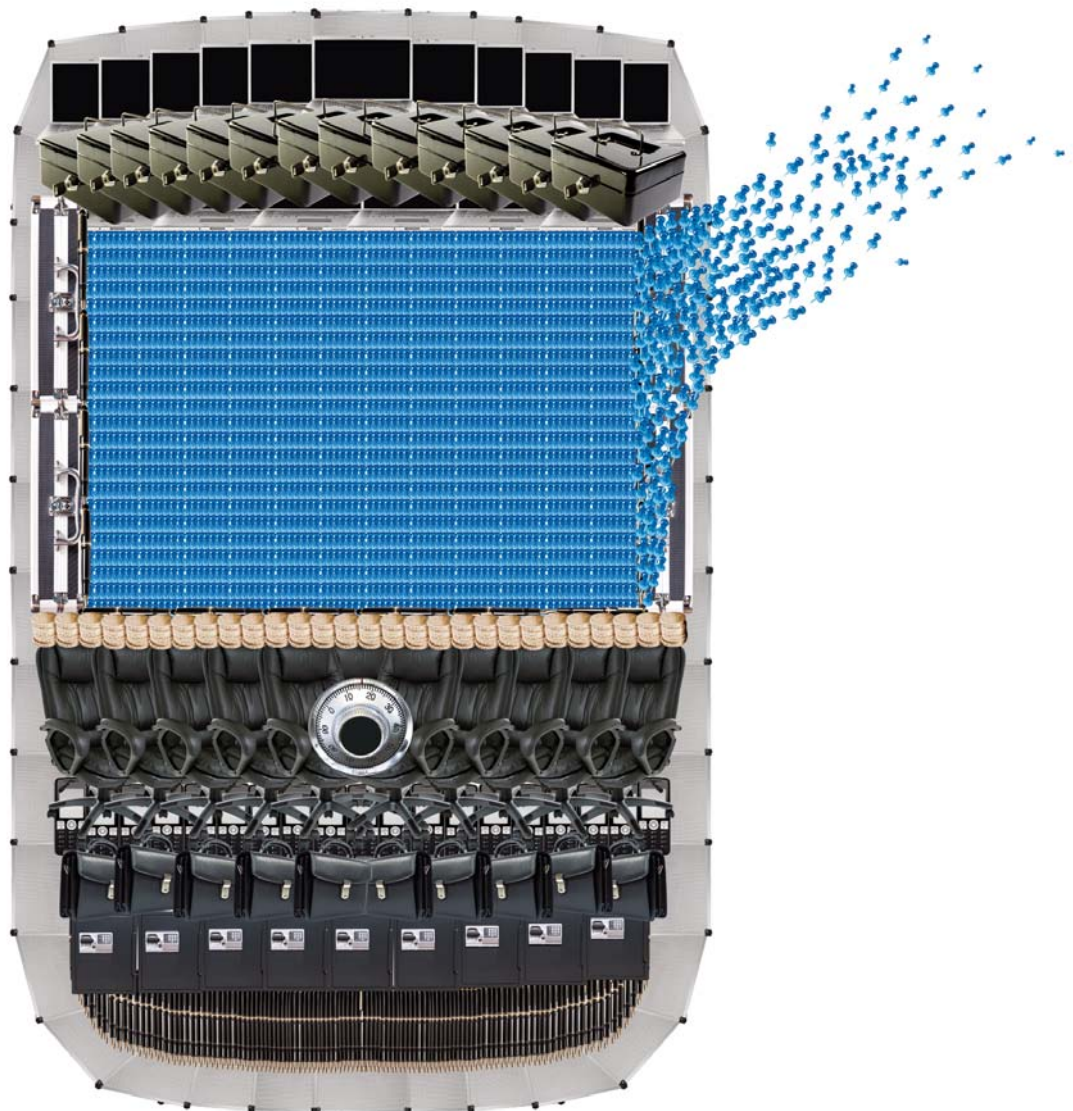


INFORMATION FOR TEACHERS

UNIT 6 - CUSTOMER SERVICE FOR BUSINESS



Unit 6 Level 3 Customer Service for Business

Sample assessment material - information for teachers

This assignment is provided as an example only. Consortia should produce their own assessments in line with the assessment section of the unit, based on their local delivery circumstances.

Overview

In the first part of the assessment, the learner will evaluate the customer service provision in **two** medium to large-sized businesses. They will use and apply the knowledge gained to improve their own standards of customer service.

The businesses chosen should be from different sectors and must have at least three departments in order for the learner to comment effectively on internal customer service. They can be local or national businesses. The learner should approach the businesses to obtain first-hand knowledge of the customer service, as well as obtaining feedback from their customers on the level of service. One of the businesses will also need to have an online presence, and teachers must ensure that there is enough web-based information available on one of the businesses to allow for a variety of comparisons to be made about online versus in-situ customer service.

In the second part of the assessment, the learner must demonstrate customer service on a minimum of three different occasions, including dealing with a difficult customer with a complaint and providing internal customer service. Whilst the occasions will be observed and recorded by the Assessor, the learner should also provide a written reflection and review of each occasion. This part of the assessment may be simulated or may link into projects being undertaken in other units, for example in Unit 1 Business Enterprise. Alternatively, it might be possible for learners to have experience of providing customer service in one of the businesses they have been investigating.

In the final part of the assessment, learners should, in the light of their research and experience, undertake a self-assessment and a review of their own customer service skills, identifying areas for improvement and how they will be addressed.

The evidence to be produced for assessment and moderation will be:

Task 1 – a written report.

Task 2 – DVD/video recording/witness statement of a minimum of three demonstrations of dealing with customers; learner's reflective journal of dealing with customers

Task 3 – a written report or personal development plan

Time

This unit has 60 GLH assigned to it, of which 5 hours will be needed for the written parts of the assessment.

Resources

Learners are encouraged to use word processing software to produce reports and documentation. DVD/video recorders should be used to record the demonstration of customer service skills.

Supervision

Learners should be supervised whilst producing the report and performance review. The demonstration of customer service skills must be recorded and assessed by the Assessor, and may be a simulation or as part of continual assessment. Supervision will not be required when learners are undertaking their research.

Collaboration

Some collaboration between learners can occur in Task 1 where research is taking place but learners must produce their own written reports. It will be necessary for learners to collaborate during Task 2. Learners must work independently when writing their report or plan in Task 3.

Roles

The teacher will play the role of an observer during the demonstration of customer service skills.

Marking

Please note that the descriptions in this marking grid relate to the top of each band. Further guidance on using marking grids is available in the assessment section of the specification.

Learning outcomes	Band 1	Band 2	Band 3
	The learner has:		
	0 to 6 to marks	7 to 12 marks	13 to 18 marks
1 Understand customer service and customer care	Explained effective customer service skills, with partial accuracy.	Offered a generally accurate explanation of effective customer service skills, with examples.	Offered a full and consistently accurate explanation of effective customer service skills, with relevant examples.
	Explained the psychology of customer behaviour, with partial accuracy.	Offered a generally accurate explanation of the psychology of customer behaviour, with examples.	Offered a consistently accurate explanation of the psychology of customer behaviour, with relevant examples.
	Explained the importance of product knowledge to customer satisfaction, with partial accuracy.	Offered a generally accurate explanation of the importance of product knowledge to customer satisfaction, with examples.	Offered a consistently accurate explanation of the importance of product knowledge to customer satisfaction, with relevant examples.
	Identified components of a customer service policy, with partial accuracy.	Identified components of a customer service policy, with general accuracy.	Identified components of a customer service policy, with consistent accuracy.
	Explained the differing needs of internal and external customers, with partial accuracy	Offered a generally accurate explanation of the differing needs of internal and external customers, with examples.	Offered a consistently accurate explanation of the differing needs of internal and external customers, with relevant examples.
	0 to 4 marks	5 to 8 marks	9 to 12 marks
2. Know the laws and regulations relating to customer service	Identified laws and regulations protecting the customer, with partial accuracy.	Identified the laws and regulations protecting the customer, with general accuracy.	Identified the laws and regulations protecting the customer, with consistent accuracy.
	Identified the impact of customer service laws and regulations on businesses, with partial accuracy.	Identified the impact of customer service laws and regulations on businesses, with general accuracy.	Identified the impact of customer service laws and regulations on businesses, with consistent accuracy.

	0 to 5 marks	6 to 10 marks	11 to 15 marks
3 Understand the impact of customer service	Explained the impact of positive and negative customer service and customer satisfaction on a business, with partial accuracy.	Offered a generally accurate explanation of the impact of positive and negative customer service and customer satisfaction on a business, with examples.	Offered a consistently accurate explanation of the impact of positive and negative customer service and customer satisfaction on a business, with relevant examples.
	Explained the effectiveness of a customer service policy with partial accuracy.	Offered a generally accurate explanation of the effectiveness of positive and negative customer service and customer satisfaction on a business, with examples.	Offered a consistently accurate explanation of the effectiveness of a customer service policy, with relevant examples.
	Explained the use of benchmarking by organisations to improve customer services in an online environment, with partial accuracy.	Offered a generally accurate explanation of the use of benchmarking by organisations to improve customer services, with examples.	Offered a consistently accurate explanation of the use of benchmarking by organisations to improve customer services, with relevant examples.
	Explained the challenges of providing good customer services in an online environment, with partial accuracy.	Offered a generally accurate explanation of the challenges of providing good customer services in an online environment, with examples.	Offered a consistently accurate explanation of the challenges of providing good customer services in an online environment, with relevant examples.
	Offered a limited analysis of the advantages and disadvantages of outsourcing customer services, attempting to draw reasonable conclusions.	Analysed in detail, the advantages and disadvantages of outsourcing customer services, drawing reasonable conclusions.	Analysed in detail, the advantages and disadvantages of outsourcing customer services, drawing insightful conclusions.
	Explained how globalisation has impacted on customer service, with partial accuracy.	Offered a generally accurate explanation of how globalisation has impacted on customer service, with examples.	Offered a consistently accurate explanation of how globalisation has impacted on customer service, with relevant examples.
	0 to 15 marks	16 to 30 marks	31 to 45 marks
4 Be able to demonstrate effective customer service in a range of situations	Compared and contrasted customer buying experiences from different businesses, using reasoned arguments and evidence on occasion.	Compared and contrasted customer buying experiences from different businesses, using reasoned arguments and evidence to draw conclusions.	Compared and contrasted customer buying experiences from different businesses, using reasoned arguments and evidence to draw strong conclusions.
	Demonstrated customer service skills, with some prompting.	Demonstrated effective customer service skills, with minimal prompting.	Demonstrated effective customer service skills, including dealing with difficult customers equitably. No prompting.

	Offered a basic evaluation of customer service skills and reflected on partially relevant possible improvements for future performance.	Offered a detailed evaluation of customer service skills and reflected on relevant possible improvements for future performance.	Offered an in-depth evaluation of customer service skills, linking them to relevant possible improvements for future performance.
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Sample assessment material – information for learners

Assignment overview

In this assignment, you will be investigating customer service in two businesses. This will give you first hand experience of customer service, allowing you to see what customer service standards businesses employ and whether customers are satisfied with their service. You will then have the opportunity to deal with customers yourself and find strategies to deal with difficult customers. This will help you to develop your own customer service skills. You will write up your findings in a report.

Time

You will have 5 hours to complete the written parts of this assessment.

Roles

Your teacher will play the role of Assessor and will mark your work.

Assignment Brief

You have been employed by *Insight*, a market research company, to act as a mystery shopper. You are to investigate and report to *Insight* on the customer service of two different businesses. The businesses want to improve their customer service so are keen to receive any feedback which can help them do this.

You might find it helpful to look at <http://www.mystery-shoppers.co.uk/> to see what mystery shoppers do.

You will need to visit the premises of the businesses (and their website where they have an on line presence) and observe the way each business deals with their customers and with you as a mystery shopper. You can talk to customers who use the business and record their comments about its customer service.

You will need to look at the customer service standards of each business and see whether they are fulfilling them or not. You will also need to consider whether they are complying with the legislation concerning consumer rights.

You will need to look out for examples of good and bad practice in customer service for each business, identifying where possible causes, and then and make recommendations in your report how customer service could be improved.

Task 1: Report

You are required to produce a report for *Insight* on the two businesses you have investigated. Your report should include:

- a brief profile of each organisation and their customers, both internal and external
- the standards set for customer service, including how they address customer service legislation, and how these standards are applied and monitored in both online and in-situ provision
- an analysis of feedback from customers on their experience of the service received and its impact on the organisations. This should include the advantages and disadvantages of outsourcing customer services
- an evaluation of the level of customer service in both organisations with recommendations as to how this could be improved. The evaluation should consider how globalisation has impacted upon customer service.

Task 2

Demonstrate customer service skills

You must be able to demonstrate your customer service skills in dealing with different customers in different situations. It might be possible to do this in one of the businesses you have been investigating. For this purpose you should keep a journal of the instances where you have to provide customer service that reviews and reflects on your performance. Your teacher will observe and assess your actual performance.

Task 3

Review customer service skills

Drawing on your research and findings in **Task 1** and your experience in **Task 2**, carry out a self-assessment to review your customer service skills and identify areas for improvement. You should present your review in the form of a written report or personal development plan.