

SAMPLE ASSESSMENT MATERIAL

UNIT 7 - THE SPORT AND ACTIVE LEISURE CUSTOMER EXPERIENCE



Level 2 Unit 7 The sport and active leisure customer experience

Sample assessment material – information for teachers

This assessment is provided as an example. Consortia may use this example and adapt it to meet local requirements or produce their own assessments. In all cases, the assessment section in the unit must be referred to.

Overview

The brief for this assessment requires the learners to role play different customer service scenarios and then write a report on the importance of customer service and the development of interpersonal skills after receiving feedback.

Time

Learners will have a total of 6 hours to complete this assessment. The following amount of time should be spent on each task:

Task 1 - 2 hours

Task 2 - 4 hours

Resources

If information from websites is to be issued to learners to refer to, it is strongly recommended that this information is pre-selected and printed off by the teacher and given to the learners with the assessment brief.

Learners will need access to a suitable environment for assessment of customer service. This should be as realistic as possible, for example using an actual facility or customer facing area within the delivery centre. Learners will need access to suitable equipment needed for processes and procedures relevant to the scenario. For the purposes of this assessment learners will need access to a mock booking file or spreadsheet in order to record customer details.

It is important that learners have information on suitable scenarios at least three weeks prior to the assessment in order that they have sufficient time to consider how they will respond during the role play.

Supervision

The learners must be supervised when carrying out customer service activities in a sport and active leisure environment. Learners must also be supervised when reviewing customer service and recording their personal contribution.

Collaboration

This assessment requires learners to work in teams of at least 3 in order to carry out customer service activities.

Individual learners must produce their own review for each of the customer service scenarios for marking.

Roles

The teacher will also be responsible for construction of relevant scenarios for learners to demonstrate their own customer service skills. Situations should be sufficiently complex to allow learners to use a range of skills.

Learners should cover an example from each of the following;

- Customers with specific needs (eg people with disabilities, older people, GP referrals)
- Customer with complaints/issues that need resolution.

The context should be relevant to the health and fitness sub-sector of the sport and active leisure industry.

Feedback

The teacher will provide feedback for each scenario. This should be given in writing and should allow the learner to reflect on their performance. Feedback from others such as peers and employers will provide an additional useful source of information but must be agreed with the teacher in advance.

Marking

The marking grid can be found on page x of the unit. Further guidance on using marking grids is available in the assessment section of the unit.

Learning outcome	Band 1	Band 2	Band 3
	The learner has:		
	0 to 3 marks	4 to 6 marks	7 to 9 marks
1 Know the importance of customer service in the sport and active leisure industry	described in basic terms how to keep customers and encourage repeat business covering some aspects with limited suitability	described how to keep customers and encourage repeat business covering a range of aspects with reasonable suitability	described in detail how to keep customers and encourage repeat business covering a wide range of aspects with suitability
	outlined a few basic needs to prioritise customer needs covering some aspects with limited accuracy	outlined the need to prioritise customer needs covering a range of aspects with reasonable accuracy	outline relevant needs to prioritise customer needs covering a wide range of aspects with accuracy
	0 to 4 marks	5 to 8 marks	9 to 12 marks
2 Understand the principles underpinning customer service in the sport and active leisure industry	described briefly the components that underpin first-class customer service covering only some aspects with limited accuracy	described the components that underpin first-class customer service covering a range of aspects with reasonable accuracy	described in detail the components that underpin first-class customer service covering a wide range of aspects with accuracy
	given a basic assessment of the methods of communication used with internal and external customers covering some aspects with limited suitability	assessed the methods of communication used with internal and external customers covering a range of aspects with reasonable suitability	assessed relevant methods of communication used with internal and external customers covering a wide range of aspects with suitability
	explained briefly of the principles of social psychology that underpin conflict resolution covering only some aspects with limited accuracy	explained the principles of social psychology that underpin conflict resolution covering a range of aspects with reasonable accuracy	explained in detail the principles of social psychology that underpin conflict resolution covering a wide range of aspects with reasonable accuracy

	0 to 4 marks	5 to 8 marks	9 to 12 marks
3 Understand the skills needed to deliver customer service in sport and active leisure	explained briefly of the interpersonal skills required when working with different groups covering only some aspects with limited accuracy	explained the interpersonal skills required when working with different groups covering a range of aspects with reasonable accuracy	explained a range of relevant interpersonal skills required when working with different groups covering a wide range of aspects with reasonable accuracy
	explained briefly of the types of management and leadership skills needed within the industry covering only some aspects with limited accuracy	explained the types of management and leadership skills needed within the industry covering a range of aspects with reasonable accuracy	explained in detail the relevant types of management and leadership skills needed within the industry covering a wide range of aspects with accuracy
	given a basic assessment of the impact of teamwork on customer service delivery covering only some aspects with limited accuracy	assessed the impact of teamwork on customer service delivery covering a range of aspects with reasonable accuracy	detailed assessment of the impact of teamwork on customer service delivery covering a wide range of aspects with accuracy
	0 to 9 marks	10 to 18 marks	19 to 27 marks
4 Be able to perform customer service as part of a team	basic demonstration of communication methods and skills appropriate for different customer groups covering some aspects with limited suitability	demonstrated communication methods and skills appropriate for different customer groups covering a range of aspects with reasonable suitability	demonstrated relevant communication methods and skills appropriate for different customer groups covering a wide range of aspects with suitability
	basic demonstration effective teamwork to avoid or resolve customer issues managing emotions to maintain good relations covering some aspects with limited suitability	demonstrated effective teamwork to avoid or resolve customer issues managing emotions to maintain good relations covering a range of aspects with reasonable suitability	demonstrated relevant and effective teamwork to avoid or resolve customer issues managing emotions to maintain good relations covering a wide range of aspects with suitability

Sample assessment material – information for learners

Assessment overview

In this assessment you are required to role play different customer service scenarios and then write a report on the importance of customer service and the development of interpersonal skills after receiving feedback.

Time

You will have a total of 6 hours to complete this assessment. You should spend at least the following amount of time on each task:

Task 1 - 2 hours

Task 2 - 4 hours

Collaboration

You will work in teams of at least 3 in order to carry out customer service activities.

You must produce your own review for each of the customer service scenarios for marking.

Assessment Brief

Balance Health & Fitness



Balance Health and Fitness is a chain of Health and Fitness clubs that has enjoyed rapid expansion. They now have around 40 outlets nationwide and are therefore a major player in private sector health and fitness provision. All the clubs have a similar layout that typically comprise;

- A large fitness suite including specific cardiovascular and weight training areas
- An indoor swimming pool
- Sauna & Steam Room
- Beauty treatment area

Most of their income is derived from membership sales although they do also offer day membership rates for guests of existing members

Type of membership	Monthly fee
Off peak Membership	£39
Full membership (peak and off peak use)	£55
Guest rate (must be accompanied by a member. Daily rate)	£10
Gym membership only	£33

In recent months senior management have noticed that sales have fallen significantly and the company seems to be losing market share to other competitors. The management team have already undertaken some initial research into what the issues might be and the following is an extract from their report

“During spot check visits using ‘mystery’ customers not known to existing employees, a high percentage of staff were rated as unsatisfactory in their delivery of front-line customer service. This is clearly unacceptable”

The senior management have decided to invest in new training materials for staff in an attempt to improve customer service. They have commissioned you to put together some examples of customer service delivery to show the club’s staff in order to make improvements to the quality of the customer service they currently offer.

After initial discussions you have been asked to complete the following tasks.

Task 1

Produce a record of a demonstration of communication methods and skills appropriate for different customer groups. This should be a visual record that will give employees some actual examples of customer service delivery. You will be required to role play two examples.

- The first scenario should involve a customer who has specific needs and you will be required to advise them on suitable activities and a membership package or price for the activity(s).
- The second scenario will involve a customer complaint about the cleanliness of the facility and you will need to work within a team to seek a solution and make suitable recommendations to the customer to deal with the issue.

Your teacher will film your customer service delivery.

Task 2

You will receive feedback on your customer service skills that will enable you to reflect on your strengths and weaknesses. You will need to produce a report that can be used as a source of reference for employees, including:

- how your customer service delivery will keep customers and encourage repeat business
- how you prioritised customer needs
- the principles which underpin good customer service and the interpersonal skills required.

This should be a written report of approximately 1000 words.