FOR CENTRE AND CANDIDATE USE - PLEASE PHOTOCOPY AS REQUIRED

BUSINESS ADVANCED LEVEL
CUSTOMER CARE (OPTIONAL MODULE) 5178
Assignment Cover Sheet for Candidates
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When submitting a copy of your assignment pleases 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 three 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 four 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 three pages)

In addition, your report should:

- be between 1800 - 2000 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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Gather and analyse customer care information from a specific organisation's customers.

Prepare a written report which examines how well the organisation meets customer expectations, based on the information gathered. The report should include conclusions and recommendations that are supported by the information collected from customers.

Candidates should include a copy of the questionnaire used, as well as a brief explanation of how customers were approached and how many responses form the data.

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 an organisation, identify and discuss the predominant culture	Page no.	Comments
1.2 Identify customer and organisational culture • internal customers: immediate colleagues; managers; staff in other departments • external customers: those outside the organisation • service cultures in organisations: hierarchical; collaborative; those based on individual power; those focusing on high levels of achievement on the part of individuals. Emphasis on how different cultures put differing emphasis on the two components of Objective 1.1 • comparison of those cultures which are customer focused, and those which are less so		
1.3 Recognise regional and national cultures in customer care • care across regional/national cultures: comparing local norms against those of other regions/nationalities; expectations of differing cultural groups (e.g. tourists); ways of adapting to different cultures; examples of how misunderstandings occur and how they can be avoided		

Gather and analyse customer feedback concerning the organisation's customer care

	Page no.	Comments
2.2 Work with others to produce reliable customer care • understand how to work collaboratively with others to deliver reliable service: examples of how own work affects other colleagues; how work of others affects own work; the importance of team work in reliable service delivery; knowing how and where to obtain service information inside and outside the organisation		
2.3 Demonstrate personal reliability in the delivery of customer care • personal action which maintains and improves reliability: prompt response to customers; constant updating of product knowledge, suggestions on how to improve the reliability of current systems; proactive rather than reactive behaviour; keeping promises to customers		
3.1 Identify different forms of communication for different customers • forms of communication: face to face; by telephone; by letter or in electronic form (fax, e-mail, website); body language and tone of voice; signs • different customers: offering everyday examples from daily experience of how forms of communication are matched effectively to customers who are: angry; confused; anxious; know what they want; do not know what they want; speak a different language or dialect; have special needs or some form of disability		

		Page no.	Comments
3.2	Respond effectively to the needs and feelings of customers • information gathering: attentive listening; sensitive questioning; positive body language; interpreting what it is that customers are not saying as well as what they are saying; accurately checking the customer's perceptions; knowing where to find information on the products or services the customer requires • responding to information gained from the customer: summarising accurately what it is the customer needs; empathising with the feelings of the customer; making suggestions based on the information gathered from the customer; delivering a product or service which meets the needs of the customer		
5.1	Gather customer feedback from a service organisation or a section of it • details of the assignment requirements can be found in the section headed 'Assignment Guidelines' which follows		
5.2	Analyse data in relation to both service procedures and personal behaviours		

Illustrate how procedures and systems help or hinder customers

2.1	Understand and apply organisational service procedures and systems • understand, use and update record systems: sales invoices; payment invoices and statements; delivery notes; incident reports; service records; using manual and electronic versions of the above; results of surveys; feedback from customers • understand service procedures: legal and protective procedures for customers; how stocks are maintained and replenished; how product knowledge is constantly updated; examples of how machinery (tills, computers) aid reliable delivery of service		
2.4	Identify what to do when systems go wrong • internal action: know when to remedy minor shortfalls in systems and procedures personally and when to report to others; offer help to others when systems and procedures are under pressure; know how to take action to prevent systems going wrong in future • external action: explain to customer why systems are not working; keep customers informed of what is being done to restore service system; know what alternatives to offer customers		

Analyse how well the organisation meets customer expectations		Page	Comments
4.1	Identify and interpret customer problems • sensitive and rapid acknowledgement of customer problem or complaint (availability of products or services, product or service quality, problems with using the product or service, organisation's systems or procedures, complaints against individuals); • check perceptions of customer; gathering all information on problem; analysing and prioritising all data on problem, quantitative and qualitative; summarising customer problem in an unbiased manner		
4.2	Understand and generate solutions which please the customer • use of company procedures for satisfying customer complaints (refunds, replacements, compensation); exceeding procedures in order to satisfy the customer without harming the organisation; seeking advice from others with experience of similar problems; checking if solutions for customers are appreciated by them; disseminating results of successful problem-solving inside the organisation		

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Examine how well customer expectations are met and make recommendations

4.2	Understand and generate solutions which please the customer use of company procedures for satisfying customer complaints (refunds, replacements, compensation); exceeding procedures in order to satisfy the customer without harming the organisation; seeking advice from others with experience of similar problems; checking if solutions for customers are appreciated by them; disseminating results of successful problem-solving inside the organisation		
4.3	Determine how to prevent problems reoccurring gather and analyse customer feedback about recurring problems; initiating ideas and long term solutions; monitoring problem prevention		

Self Evaluation:

	Comment on: - your approach to selecting the organisation and the evidence for the investigation - the strengths and weaknesses of your report		