

GCE Applied Business

Unit F243: The impact of customer service

Exemplar candidate responses – January 2011 series

Question 1c:

Discuss why good customer service is important to *Dave's Disks*. (12)

Points of Reference

1. This question is an evaluative question, needing a justified judgement.

The question begins with "Discuss" and therefore requires a judgement to be made.

It carries 12 marks, indicative of the 4 levels that are contained within the mark scheme for this question; Level 1 Identification, Level 2 Explanation in Context, Level 3 Analysis, Level 4 Evaluation.

As such, a candidate will be expected to move through the 4 levels answering the question.

Level 1 - Identification (why good customer service is important)

up to 3 marks

Level 2 - Explanation in context (impact on Dave's Disks)

up to 3 further marks

Level 3 - Analysis (consequences to Dave's Disks, given these impacts)

up to 3 further marks

Level 4 - Evaluation (judgement or conclusion relating to identified consequences, justified)

up to a further 3 marks

Although Level 1 and 2 are often achieved within the same statement, progression through discrete level 3 and level 4 writing is an essential aspect of achieving well on this question.

In summary, to achieve higher marks, candidates must move through each level in to level 4.

2. This question relates to a specific stakeholder - the company "*Dave's Disks*".

Critical to answering this question correctly, and therefore the achievement of marks is the identification of the key stakeholder. In this case, the question relates to *Dave's Disks*, the business. The benefits to other stakeholders, in particular the customer, are only useful in the response to this question, if they lead the candidate to develop the benefits to the business of *Dave's Disks*.

If the candidate does not link to the business in this example no marks can be awarded.

In summary, it should be noted that reference to the specific stakeholder, in this case the business and benefits to the business, is essential to gain credit and therefore marks for this question.

3. Contextual development is essential for achieving Levels 2, 3 and 4. It is not expected to be 'generic' context.

'Generic context' relates to the candidate using the title of the business, in this case *Dave's Disk*, the owner's name 'Dave' or a simple noun such as 'shop' upon which to

base the development of the response in Levels 2, 3 and 4. The sole use of generic context is not considered to show significant understanding and appreciation of context to achieve beyond Level 1.

Context such as “for a shop selling DVD games, which may compete with postal services...”, or “with the possibility of Dave’s Disk’s competitor setting up in town...” etc are considered to be the type of context necessary. This context is essential to award Levels 2, 3 and 4.

In summary, it should be noted that candidates must support their responses with a developed context.

Candidate 1 assessment commentary:

The candidate progresses through each Level, concluding in the last paragraph with a judgement at Level 4. This clearly refers to why *Dave's Disks* should place customer service as a priority, given the impending arrival of LetsGoGaming.

The context is clear and specific and the appropriate stakeholder has been identified.

The Level 4 is brief and as such is awarded the entry point of this level at 10/12.

Candidate 1 exemplar response:

(e) Discuss why good customer service is important to Dave's Disks.

Good customer service is vital for Dave's Disks as it is currently mediocre. Good customer service impacts the overall experience of a shopper and if it is bad the shopper is likely not to come back.

This is why shops are very focused on customer service and why Dave's Disks needs to be, the competition Let's Go Gaming is well known for good customer service with 95% satisfaction in store (Appendix 1). Dave needs good customer service to compete with Let's Go Gaming if they do open in the local town.

Dave's Disks depends on the local public as his customers so bad customer service will have a

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major impact as a bad reputation can be easily spread very quickly. This in the short term could put off customers - but if more complaints keep happening just like the one from Mrs Edwards - it can impact the survival of Dave's Disks in the long term.

Good customer service is being helpful by providing assistance like Dave's staff do already do however, his staff have a long way to go. When the incident with the display sign happened Dave wasn't fulfilling the customer's need of safety and security. And to give good customer service, customer needs need to be taken care for this is so the customer feels safe and valued.

In conclusion the biggest priority of good customer service is to compete with Let's Go Gaming otherwise he will lose customers to them but good customer service is also vital to Dave if he is going to maintain but also get new and kept customers to keep his shop running.

[Total: 17]

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Turn over

Candidate 2 assessment commentary:

The candidate progresses through level, L1, L2 and L3 a number of times in the response but fails to reach a judgement, negating a level 4 award.

This said, the analysis is detailed and in context with good reference to the specific case.

The context is clear and specific and the appropriate stakeholder has been identified throughout the response.

The candidate is rewarded a mark at the top of Level 3, with 9/12.

Candidate 2 exemplar response:

(c) Discuss why good customer service is important to Dave's Disks.

One reason why good customer service is important to Dave's Disks is to maintain market share. Good customer service means that customers are more likely to return to the store in the future, which means market share is retained and in a way so are sales levels. ¹¹ It is especially important for Dave's Disks to maintain market share because there is a new shop opening that will be in competition with them. ¹² This will mean that Dave's Disks must have good customer service as it will increase customer loyalty which will mean they lose less customers to 'lets go going'. ¹³ Another reason Dave's Disks must provide good customer service is

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to ensure that the business develops a good reputation. ¹² Customers who receive good customer service will tell others about it, which draws in sales. Also Dave's Disks ~~will~~ would lose sales if they supplied bad customer service because they will develop a bad reputation in the same way that good customer service develops a good reputation. This is especially important to a small business such as Dave's Disks because they cannot afford to lose very much revenue, as they have more limited resources than large companies. ¹³ A bad reputation caused by poor customer service, would result in reduced sales and thus less profit, putting the business in danger of making a loss. Another reason why good customer service is important to Dave's Disks is because they do not produce as much money as larger shops, so cannot afford to be sued for poor customer service such as not providing disabled access. ¹² This would cost money that ~~should~~ ^{could} be spent on improving the business. ¹³ [12]

[Total: 17]

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Turn over

Candidate 3 assessment commentary:

The candidate progresses through Levels 1-3 throughout the script.

A number of times in the response returns back into Level 1 and Level 2 but fails to reach any additional analysis of consequences. The response also becomes repetitive and is marked as such, when the same point is made by the candidate.

The analysis is a one off point at Level 3 but there is context with reference to the specific case. This context is clear and specific and the appropriate stakeholder has been identified throughout the response.

The candidate is rewarded a mark at the entry point of Level 3, with 7/12.

Candidate 3 exemplar response:

- (c) Discuss why good customer service is important to Dave's Disks.

Customer service is finding out what the customer wants and developing suitable products or services to meet their needs. [11]

Good customer service is important to Dave's Disks because if they do not provide good customer service such as presenting a good image of the business, this will attract more customers to Dave's Disks. This will benefit the business as sales would increase and profit would grow. This would allow Dave's Disks to be in a much stronger position. [11]

On the other hand if Dave's Disks do not provide good customer service, for

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example by not providing their customer with assistance, then this could lead the business to lose customers and not retain the customers. This is because if Dave's employees do not provide the customer with assistance they may feel dissatisfied and may purchase games elsewhere. This can affect Dave's Disks majority of the sales would decrease. [12]

It is imperative that Dave's Disks provide good customer service because if they do, customers will feel satisfied and happy. Therefore they may go and tell other individuals such as family and friends about their experience, which can attract more customers to purchase games from Dave's Disks. Overall in conclusion it is crucial that Dave's Disks provide good customer service, because if they don't, their competitors can gain competitor advantages. As customer who have experienced bad customer service at Dave's Disks may decide to go and purchase games elsewhere. [12]

[Total: 17]

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Turn over

Candidate 4 assessment commentary:

In this brief response, the candidate progresses through Levels 1 and 2 and reaches Level 3 at the conclusion of their response.

The analysis is presented as a concluding statement, effectively stopping without a final Level 4 judgement being made.

As with the other responses, there is context with reference to the specific case. This context is clear and specific and the appropriate stakeholder has been identified throughout the response.

The candidate is rewarded a mark at the entry point of Level 3, with 7/12.

Further analysis and a concluding judgement would have significantly raised the marks awarded for this response.

Candidate 4 exemplar response:

(c) Discuss why good customer service is important to Dave's Disks.

Good customer service is important to Dave's Disks because they are new business in the market, and to gain customer loyalty and repeat customers they should have good customer service. [11]

Dave had a ~~small~~ small problem with a customer because one of the employees such as Ryan has sold a game to a under aged game.

This caused a big problem for Dave as he wants to have good customer service at all time. If he doesn't improve his customer service in the business there are a lot of consequences such as

losing customers and making less profit. [11]

Dave can improve and maintain good customer service at the business by giving his staff training and improving their customer service skills.

Another reason why it is important is because Dave has a new competitor called 'Let's go gaming' who are known to have good customer care and service, which mean that Dave has to improve the levels of customer service otherwise his customers are more likely to go to 'Let's go gaming' which is a huge fall back to Dave's Disks. [12]

[Total: 17]

Turn over

Question 2c:

Evaluate the extent to which setting up and selling through a website will meet the needs of *Dave's Disks'* customers (12)

Points of Reference

1. This question is an evaluative question, needing a justified judgement.

The question begins with "Evaluate" and therefore requires a judgement to be made.

It carries 12 marks, indicative of the 4 levels that are contained within the mark scheme for this question; Level 1 Identification, Level 2 Explanation in Context, Level 3 Analysis, Level 4 Evaluation.

As such, in a similar way to question 1c, the candidate will be expected to move through the 4 levels answering the question:

Level 1 - Identification (identification of customer needs)

up to 3 marks

Level 2 - Explanation in context (how a website could help meet the needs of Dave's Disks' customers)

up to 3 further marks

Level 3 - Analysis (consequences to Dave's Disks' customers in terms of the satisfaction of their needs)

up to 3 further marks

Level 4 - Evaluation (judgement or conclusion relating to extent to which Dave's Disks' customer needs will be satisfied)

Up to a further 3 marks

Although Level 1 and 2 are often achieved within the same statement, progression through discrete Level 3 and Level 4 writing is an essential aspect of achieving well on this question.

In summary, to achieve higher marks, candidates must move through each level to Level 4.

2. This question relates to a specific stakeholder - the Customer.

Critical to answering this question correctly, and therefore the achievement marks is the identification of the key stakeholder. In this case, the question relates to *Dave's Disks'* customers. The benefits to other stakeholders, in particular the business, are only useful in the response to this question, if they support the candidate to develop the benefits to the *Dave's Disks'* customers.

If the candidate does not link to the customer needs in this example no marks can be awarded.

The main reason for candidates to achieve low marks in this question was the failure to identify the customer as the key stakeholder and reference to the benefits to the business.

In summary, it should be noted that reference to the specific stakeholder, in this case the customer, is essential to gain credit.

3. Contextual development is essential for achieving Levels 2, 3 and 4. It is not expected to be 'generic' context.

'Generic context' relates to the simple reference to 'customer', upon which to base the development of the response in Levels 2, 3 and 4. The context should be based on the link to customer needs where the customer is buying games or DVD type products. The sole use of generic context is not considered to show significant understanding and appreciation of context to achieve beyond Level 1.

Context such as "for customers buying DVD Games they would possibly be able to see excerpts of the game before buying, satisfying their need to see what the graphics were like", would be seen to be appropriate context.

In summary, it should be noted that candidates must support their responses with a developed context.

Candidate 1 assessment commentary:

In this response, the candidate is unclear with regard to the stakeholder, and does not always refer to the customer needs. This makes much of the response as not specifically relevant.

The identification point is relevant to the customer need, although analysis is attempted it is not brought back to the question and is not awarded. Without the appropriate Level 3, a supported Level 4 judgement is not able to be developed by the candidate.

There is context with reference to the specific case but the response lacks structure and the appropriate stakeholder is not always identified in the response.

The candidate is awarded a mark at the entry point of Level 2, with 4/12.

A clear progressive structure, analysis in the right context and a concluding judgement would have significantly raised the marks awarded for this response.

Candidate 1 exemplar response:

(c)* Evaluate the extent to which setting up and selling through a website will meet the needs of Dave's Disks' customers.

The way shops are working is massively evolving, nearly every shop has a website this means that buying online has become a special need that customers want, & can majorly impact Dave's business.

The advantages of the website would first satisfy needs for convenience. Many of the public like things to be done very quickly. This could potentially increase Dave's sales but also being



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online could impact the customer base. In the long term Dave's Disks could expand and Sonjay could get his promotion of manager. The website would be great for competition because the case study already tells us that LetsGoGaming has their own. However their satisfaction figures here are only 66% which indicates LetsGoGaming are not fulfilling the customer needs which gives Dave's Disks a great opportunity to become more competitive by fulfilling needs that it's competitor can't.

Disadvantages of a website are that they are very complex - so Dave needs to be aware he is keeping the customer needs of safety and security as well as upholding legislation such as the Data protection Act as online companies will need the information of a customer.

The ideas from the team of having the website overall will help meet the needs of the customer. I think most importantly the need of efficiency is the priority as many customers want this & it can potentially help Dave's Disks be very successful.

The other needs of safety & security have to be a priority - Dave needs to ensure the website security is perfect as well as clear and accurate information to make sure it is a success.

[12]



[Total: 20]



Turn over

Candidate 2 assessment commentary:

The candidate has focussed for much of the response on the identification of benefit to the customer, but has not analysed.

The identification is clear and is in context achieving Level 2. However, the concluding statement of analysis, whilst presented as a judgement at the end, is progression of the previous Level 2 responses. The absence of any analysis in the body of the response has limited the concluding statement as analysis and therefore the mark awarded is at Level 3. It is well supported by the identification and as such it is given 8/12.

Progressive analysis in the right context and a concluding judgement built on this analysis would have raised the marks awarded for this response.

Candidate 2 exemplar response:

(c) Evaluate the extent to which setting up and selling through a website will meet the needs of Dave's Disks' customers.

Dave's Disks customers could use a website to order products online, find out about new releases and comment on customer service. Being able to order online would save customers time as they would not have to travel to the shop to buy a game. This suits the needs of customers who are busy during the hours that the shop is open. For example most customers of Dave's disks are children and their parents, this means that

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they will be busy at work or at school during the day and Dave's disks only stays open till 5pm on weekdays. Therefore, it would allow these customers to make purchases whenever they like, which would increase sales to more convenient for them. On the other hand internet sales can often cause problems. In my appendix 1 of the case study letsopgaining has a lower rate of customer satisfaction for online purchases than it does for store purchases. This could be because of things such as late delivery or damage to the products in transport. This would be less convenient for customers as they will have to send back the product which may cost money and take time. Furthermore because disks are fragile the likelihood of the product being damaged is high, so the rate of unsatisfied customers is likely to be higher than for it is for companies selling different products via the internet. Overall, online sales provided by a website will only meet the needs of customers if these problems can be addressed, for example Dave's disks could provide extra packaging in order to make sure that disks are not damaged.

[12]

[Total: 20]

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Turn over

Candidate 3 assessment commentary:

In this response, the candidate has identified issues that relate to customer needs but has failed to analyse these and present the consequences. This has led to a long list of identification in context but no analysis.

A clear progressive structure, leading to analysis of each point made, referring to the possible implications of the point raised would have lifted this response to Level 3. A concluding judgement would have significantly raised the mark further.

The quantity of the Level 2 identification in context is significant and as such the script is awarded the top mark of Level 2.

Candidate 3 exemplar response:

(c)* Evaluate the extent to which setting up and selling through a website will meet the needs of Dave's Disks' customers.

If Dave's Disk get up their own website to sell their products it will meet the needs of the customers as they can gain feedback from their customers. For example Dave's Disks can create a forum like "Let's Go Gaming" have on their website in order to allow gamers to share ideas and discuss how to play different games. ¹¹ That would be another way Dave's Disks can meet their

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customers needs through creating a website is by categorising the games based in order of age. For example they can categorise 3+ games on one page together and the 15+, and the 18+ games on separate pages. By doing this it will make it easier for Dave's Disks customers to purchase product, as the business is providing assistance on what games you can purchase according to your requirement. ¹²

on the other hand setting up and selling games through a website may not meet the needs of Dave's Disks customers as individuals may want advice on what game they should purchase. ¹² For example if a parent is purchasing a game for their child, they may want to ask which game their child may like according to their preferences. Therefore setting selling games through a website may not be a good idea, as most people like to take advice face to face.

Overall in conclusion I believe that setting up and selling through a website will satisfy Dave's Disks customers. This is because the customers can easily access the website and purchase the products at whatever time they want. ¹² As there are no time restrictions on when you can order a product. As the shop has specific opening and closing times, whereas the website does not. [Total: 20]

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Turn over

Candidate 4 assessment commentary:

In this response, the candidate has identified in context but has provided only a few ideas, some of which are out of context.

There is no analysis at Level 3. Without the appropriate Level 3, a supported Level 4 judgement is not able to be developed by the candidate.

There is context with reference to the specific case as the response progresses.

The candidate is awarded a mark at the mid point of Level 2, given the two Level 2 points made with a final mark awarded of 5/12.

Additional Level 2 points and analysis in the right context, in conjunction with a concluding judgement would have significantly raised the marks awarded for this response.

Candidate 4 exemplar response:

(c)* Evaluate the extent to which setting up and selling through a website will meet the needs of Dave's Disks' customers.

By setting up a website for Dave's Disks it might meet the customer needs because customers might want to shop online because they might not have time to go to the shop and buy it. [11]

It will be harder for Dave's Disks to set the website because he might have to employ another employee to check the website and put information

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for customers, for example: New games, products which are out of stock of others. [12]

These things will meet customer needs because they might want to check the website and read some comments on how to improve the website and improve the levels of the customer service. [12]

In my opinion I think that setting a website up and selling would be useful for Dave's Disks because it will increase their sales and they can have a good way to communication with their customers, so they

therefore this will meet the needs of Dave's Disks customers.

[12]

[Total: 20]

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Turn over

Question 3b:

Other than Mrs Edwards' complaint, analyse the consequences to Dave's Disks of Ryan selling an 18 certificate game to a 14 year old. (9)

Points of Reference

1. This question is an analytical question, requiring level 3 analysis.

The question contains the command word analyse and therefore requires a explanation of possible consequences.

It carries 9 marks, indicative of the 3 levels that are contained within the mark scheme for this question; Level 1 Identification, Level 2 Explanation in Context, Level 3 Analysis.

As such, a candidate will be expected to move through the 3 levels answering the question.

Level 1 - Identification (what the consequence may be.)

up to 3 marks

Level 2 - Explanation in context (invariably linked to the achievement of Level 1, the link to Dave's disks business in context)

up to 3 further marks

Level 3 - Analysis (consequences to Dave's Disks, given the identified impacts)

Although Level 1 and 2 are often achieved within the same statement, progression through discrete Level 3 is an essential aspect of achieving well on this question.

In summary, to achieve higher marks, candidates must move through each level in to level 3.

2. This question relates to a specific stakeholder - the company - Dave's Disks.

Critical to answering this question correctly, and therefore the achievement marks is the identification of the key stakeholder. In this case, the question relates to *Dave's Disks*, the business. The impacts to other stakeholders, in particular the customer or Ryan, are only useful in the response to this question, if they lead the candidate to develop the consequences to the business of *Dave's Disks*.

If the candidate does not link to the business in this example no marks can be awarded.

In summary, it should be noted that reference to the specific stakeholder, in this case the business and the consequences to the business, is essential to gain credit and therefore marks for this question.

3. Contextual development is essential for achieving Levels 2, 3 and 4. It is not expected to be "generic" context.

'Generic context' relates to the candidate only using the title of the business, in this case *Dave's Disk*, the owner's name 'Dave' or a simple noun such as 'shop' upon which to base the development of the response. The sole use of generic context is not considered to show significant understanding and appreciation of context to achieve beyond Level 1.

Context such as “for a shop selling DVD games, selling to an under age customer could result in legal action” etc is considered to be the type of context necessary. This context is essential to enable the award for Levels 2 and 3.

In summary, it should be noted that candidates must support their responses with a developed context.

4. Reality of Impact. Candidate responses should be realistic.

Especially for this question, the candidate is expected to form realistic suggestions with respect to the consequences. These could be grouped with respect to ‘in the short term’ and ‘in the long term’. The key issue is that the consequences are realistic given the reality of the scenario. For the candidate to state that Dave will go to prison, for example without any reference to ‘if this situation persisted’ etc, is a rather unsubstantiated and inappropriate consequence. As such, it will not necessarily gain marks. Candidates should be guided as to likely consequences and consider the severity of the problem, linking appropriate to the likely consequences.

Candidate 1 assessment commentary:

The candidate has offered a good response achieving Level 3 more than once. As such it is graded to have achieved 8/9.

This response could only have been improved with the addition of further analysis; one more analytical point would have resulted in the maximum mark score for this question.

- (b) Other than Mrs Edwards' complaint, analyse the consequences to Dave's Disks of Ryan selling an 18 certificate game to a 14 year old.

As well as Mrs Edwards' complaint Ryan could have had worse implications when he sold a game to someone underage. If Mrs Edward decided to take this further ~~the~~ it could have resulted in legal action.

This will mean a much more higher up problem, it would be time consuming for the investigation and could have badly effected Dave's business majorly, for example Dave's customers are local so any bad media could be printed in the local newspaper meaning the majority of the customers or younger customers parents will see it. Resulting in a poor reputation because parents will not trust Dave's Disks. This will have a domino effect for Dave as in the case study 'It's unusually busy in the half term' because of school holidays so if parents ban their children Dave will lose sales, customers and in the long term might have to reduce the business as he can't keep the upkeep.

The bad branding image will take long to recover from however any media attention could in away advertise business and other types of customer - individuals without children will be aware of it & he may gain customers. In conclusion though the ~~consequences~~ consequences of Ryan's mistake could have hugely damaged his business.



Candidate 2 assessment commentary:

Similar to the previous response, this candidate has offered good responses achieving Level 3 more than once. As such it is graded to have achieved 8/9.

This response could only have been improved with the addition of further analysis; further analytical points would also have resulted in the maximum mark score for this question.

- (b) Other than Mrs Edwards' complaint, analyse the consequences to Dave's Disks of Ryan selling an 18 certificate game to a 14 year old.

Dave's disks could be seized under the video recordings act. This act means that necessary precautions must be taken to ensure underage people are not sold to underage people.

If Dave's disks are found guilty, Dave could be imprisoned or given a large fine. However, it is unlikely that this will happen as it is a one-off incident. Therefore, it is more likely that Dave's Disks will receive a warning or a smaller fine. The other consequence is that the business will earn a bad reputation because they have broken the law. This will drive down sales, which decreases profit. This may not happen if Dave ensures that it does not have similar incidents are not repeated, as people may forgive the a single mistake. However, many of the customers of Dave's Disks are parents, therefore, it is likely that these people are put off letting their children use the store.



Candidate 3 assessment commentary:

The candidate has, similar to the other responses, offered a range of analytical response, achieving Level 3 more than once. As such the response has been awarded 8/9.

This response could only have been improved with the addition of further analysis. Further analytical points would have resulted in the maximum mark score for this question.

Candidate 3 exemplar response:

7

- (b) Other than Mrs Edwards' complaint, analyse the consequences to Dave's Disks of Ryan selling an 18 certificate game to a 14 year old.

The consequences to Dave's Disks of Ryan selling an 18 certificate game to a 14 year old is that the business can get closed down. This is because if Mrs Edwards takes legal action against Dave's Disks, Dave can be sued because one of his employees has sold a game that is unsuitable for the customer to consume, as the game is 4 years above the individual's purchasing age of consuming and purchasing the game. [12/10]

On the other hand another consequence to Dave's Disks of Ryan selling an 18 certificate game to a 14 year old is that the business will get a bad image if the rumour is spread. This is because if Mrs Edwards goes and tells her family and friends about the situation, they may hold a negative perception of Dave's Disks as a business. This may lead them to not purchase games from Dave's Disks and not granting their children permission to purchase games from Dave's Disks.

This can lead to a huge impact on Dave's Disks as sales would decrease and the profit margin would decrease which would cause the business to have a weaker position. [13]

[9]



Candidate 4 assessment commentary:

This response has focused mainly on the identification, although analysis is evident. It is awarded Level 3 but only at the entry point and therefore, awarded 7/9.

The written work has suffered from repetition which has wasted time and not added to the award for the response.

This response could only have been improved with additional analysis. Further analytical points would have resulted in a higher mark for this response.

Candidate 4 exemplar response:

7

- (b) Other than Mrs Edwards' complaint, analyse the consequences to Dave's Disks of Ryan selling an 18 certificate game to a 14 year old.

If a company sells a game to a underage gamer
there could be a lot of problems, such as being
fined and ~~being~~ going to court. ¹¹ This means you are breaking the law

The consequences of Ryan selling a game to a underage person
who has an 18 certificate could be in big problems, because
some customers might just have a complaint to the owner
and not take it further, however in some cases customers
might take the owner to court, ^{REP} because he hasn't trained the
staff properly also the person who sold the game has had
product knowledge.

Dave could be taken to court ¹² and get fined
because his employee has broken the law by selling
the game when he was not there, which means Dave
could be sued or pay a huge fine, in a result
of that some customers might not come back to Dave's
Disks ¹² and will go to 'lets go gaming instead', ¹³ therefore
it will be a huge fall back ¹³ to Dave's Disks.

[9]



Question 7: Evaluate which aspects of customer service Dave should focus on if Dave's Disks is to successfully compete against LetsGoGaming (12)

Points of Reference

1. This question is an evaluative question, needing a justified judgement.

The question begins with "Evaluate" and therefore requires a judgement to be made.

It carries 12 marks, indicative of the 4 levels that are contained within the mark scheme for this question; Level 1 Identification, Level 2 Explanation in Context, Level 3 Analysis, Level 4 Evaluation.

As such, a candidate will be expected to move through the 4 levels answering the question.

Level 1 - Identification (identification of the need to focus on customer service)

up to 3 marks

Level 2 - Explanation in context (explanation of the need for Dave, in context, to focus on customer service)

up to 3 further marks

Level 3 - Analysis (consequences to Dave's Disks' with respect to the ability to compete)

up to 3 further marks

Level 4 - Evaluation (judgement or conclusion reached with respect to the most important aspects of customer service that Dave's Discs' should focus on)

Up to a further 3 marks

The ranking and stating what is the most important and backing it up with a justification is the most important aspect of achieving Level 4.

Although Level 1 and 2 are often achieved within the same statement, progression through discrete level 3 and level 4 writing is an essential aspect of scoring well on this question.

In summary, to achieve higher marks, candidates must move through each level in to level 4.

2. This question relates to a specific stakeholder – the company 'Dave/Dave's Disks'.

Critical to answering this question correctly, and therefore the achievement of marks is the identification of the key stakeholder, Dave and the business.

In summary, it should be noted that reference to the specific stakeholder, in this case the business is essential to gain credit and therefore marks for this question.

3. Contextual development is essential for achieving Levels 2, 3 and 4. It is not expected to be 'generic' context.

'Generic context' relates to the simple reference to the business or Dave's Disks, on its own, upon which to base the development of the response.

Context such as "for Dave's Disks, the potential arrival of a national retailer with possibly more advanced customer service skills represents a potential challenge to its market

share” would be seen to be appropriate context. This context is essential to enable the award for higher Levels 2, 3 and 4.

In summary, it should be noted that candidates must support their responses with a developed context.

Candidate 1 assessment commentary:

The candidate has moved through Levels 1, 2 and 3 and concluded with a judgement at Level 4.

The attention to the detail as the response progresses adds weight to the response and enables the candidate to for the judgement.

The response was accordingly awarded 10/12 at the entry point of level 4.

To add further marks to this award the candidate would have had to further explain the judgment made and debate the issue.

Candidate 1 exemplar response:

14

7 Evaluate which aspects of customer service Dave should focus on if Dave's Disks is to successfully compete against LetsGoGaming.

As LetsGoGaming has such a high satisfaction rate in store (95%) it is vital that Dave's Disks immediately receive proper training if they are going to compete better and have a better chance against such a big store. Dave should also use the (88% online satisfaction) and make them to become better online and make them excellent in the hope customers will go over to Dave's Disks instead.

Dave also needs to think about the different aspects of customer service and see which ones they are doing. From the case study, I can see they are good at providing assistance but with other stuff like the dealing with problems it is all very unorganised. Becoming focused on every aspect of customer service but also fulfilling customer needs of impartiality, safety, upholding consumer rights and special needs will all show customers of Dave's Disks how focussed they are on customers.

Dave must also look ways of improvement such as setting customer service standards as a whole via a code of practise or addressing weaknesses in the current staff training. I think Dave definitely needs further provision for special



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Individual needs such as a wheel chair ramp. Dave needs to have a unique selling point if he is going to compete so the idea of renting games is something they do not do. For Dave's customers, renting can be another option for younger customers if they can't afford games.

The main priority for Dave's Disks if he is going to compete successfully is customer service training as that is what LetsGoGaming's reputation is based on. After this they need to focus on LetsGoGaming's weaknesses, use that against them also with the USP to attract more attention for new customers as well as making the local customers.



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Candidate 2 assessment commentary:

This candidate has successfully achieved the Level 3 analysis both in the body of the response and at the conclusion. There is clear context and analysis. This has resulted in a top Level 3 award of 9/12.

To add further marks to this award the candidate would have had to move to make a judgement and further explain this judgment. This would then have achieved Level 4.

Candidate 2 exemplar response:

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7 Evaluate which aspects of customer service Dave should focus on if Dave's Disks is to successfully compete against LetsGoGaming.

There are many aspects of customer service such as legal necessities and other things such as the manner in which customers are treated and providing a good range of stock products. One area where Dave's Disks may need to focus is legal compliance. This has been highlighted by the incident with the disabled customer being unable to access the store and manoeuvre around the store, which is a breach of the disability discrimination act. Also when Dave's Disks sold a '18' rated game to an 14 year old customer, they were in breach of the video recordings act. These two offences could cost the company a lot of money, ~~if it was taken to court~~ if it was taken to court as Dave's Disks would be fined. This is a problem for Dave's Disks as they are a small company who probably have little income to spare. Another effect of this is that the business will earn a bad reputation as people, especially parents, will not want to buy from a shop that has been prosecuted. This will reduce sales and revenue. Therefore, legal aspects of customer service must be made a priority in order to prevent a repeat incident as the potential damage caused by providing poor customer service in this area, could have a massive effect



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on the business. In terms of the customer service aspects such as the way customers are treated, be customer service staff are experienced games so they can offer knowledge and advice, also they are happy to help e.g. Ryan helping the customer. Therefore this service requires a staff requires less changing. However it must be maintained as poor customer service will lead to customers moving to LetsGoGaming. Therefore it is another aspect that must be focused on.



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Candidate 3 assessment commentary:

The candidate has moved through Levels 1, 2 and 3 and concluded with a judgement at Level 4, although this is very brief.

The attention to the detail as the response progresses adds weight to the response, but this is not mirrored at level 4, but it does enable the candidate to form a judgement.

The response was accordingly awarded 10/12 at the entry point of level 4.

To add further marks to this award the candidate could have explained the judgment made and debate the issues further.

Candidate 3 exemplar response:

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7 Evaluate which aspects of customer service Dave should focus on if Dave's Disks is to successfully compete against LetsGoGaming.

Dave should focus on ¹¹ensuring his employees can provide good customer service. This is because if the employees are unskilled and inexperienced or don't deal with customers so then they can't possibly provide good customer service.

Therefore if Dave focuses on training his employees ¹²it would improve the level of customer service which is provided to Dave's disks current customers.

On the other hand ¹³it is crucial for Dave to focus on launching a website. This is because if Dave launches a website, it would attract more customers and would increase sales. This is imperative for Steve to because of get a stronger position as a business, in order to gain competition advantage from 'Lets Go Gaming'.

This is because they are threat to the business, ¹⁴as they are more well known than Dave's Disk. Therefore it is imperative that Steve focus on presenting a good image of the business.

Overall as a conclusion I believe that Dave's Disk should focus on training their employees the most. This is because



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if the employees provide good customer service it would allow the business to have a good image, which can attract customers. ¹⁵

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Candidate 4 assessment commentary:

The candidate has only been able to move from identification to the identification in context, Level 2. It has done this a couple of times and as such has achieved 5/12, the mid point of level 2.

There is no analysis and given this, there is no opportunity for the candidate to move on to make a judgement and achieve Level 4.

A structured approach leading to analysis, with an outline of possible consequences and a judgement at the end of the response, would have enabled the candidate to move on to Level 3 and finally Level 4.

This progression to level 3 and then to level 4 would have significantly improved the award for this response.

Candidate 4 exemplar response:

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7 Evaluate which aspects of customer service Dave should focus on if Dave's Disks is to successfully compete against LetsGoGaming.

Dave should mainly focus on customer service because 'lets go gaming' have excellent customer service and it has been in the recent market business industry for over ten years, which means that they know how to deal with complaints and how to handle complaints or how they should treat and serve their customers.

Dave should focus on training his staff because if he doesn't then he won't be able to compete with lets go gaming, because his employees don't only know about games and nothing about customer service.

If he does not improve the quality of customer service he will fall behind most of the customers will most likely go to lets go gaming. This would result in less revenue and he might decrease staff because he won't have enough capital to keep his employees.

To prevent this Dave will have to train his staff great so customers will know that staff are trained and Dave's Disks has good customer service, customers might word of mouth which is a great thing for Dave's Disks because customer



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will want to have good customer service, this will successfully compete with 'lets go gaming' because they will have the same level of customer care.

So it is important that Dave needs to make impact and compare the level of service in his business to compete with the market 'lets go gaming'.

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