

OCR

Oxford Cambridge and RSA

Thursday 4 June 2015 – Morning

AS GCE APPLIED BUSINESS

F243/01 The Impact of Customer Service

Candidates answer on the Question Paper.

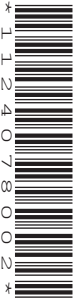
OCR supplied materials:

- Clean copy Case Study

Other materials required:

None

Duration: 1 hour 30 minutes



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- Your quality of written communication will be assessed in the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.

1 (a) State what is meant by the term 'a customer'.

.....
..... [1]

(b) State and explain **three** reasons why a high standard of customer service is important to *Fosegate Dental Practice (FDP)*.

1
Explanation

.....
.....

2
Explanation

.....
.....

3
Explanation

.....
.....

[6]

(c) Using information from the case study;

(i) identify **four** different external customer types.

1

2

3

4

[4]

(ii) identify **four** examples of good customer service currently provided by *FDP*.

- 1
- 2
- 3
- 4

[4]

(d) Other than those already implemented, identify **four** suggestions which have been made that will help to meet the needs of the customers of *FDP*.

- 1
- 2
- 3
- 4

[4]

(b) Give **four** reasons why customer feedback is important to *FDP*.

- 1
- 2
- 3
- 4

[4]

(c) State **three** types of questionnaire which could be used to gather feedback from *FDP*'s customers.

- 1
- 2
- 3

[3]

3 (a) Other than customer retention, give **five** examples of criteria which could be used by *FDP* to assess the quality and effectiveness of its customer service.

1

2

3

4

5

[5]

(b) Evaluate the extent to which the suggestion box is an appropriate technique to improve customer retention at *FDP*. [12]

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(b) Other than the Data Protection Act, name and describe **four** acts or regulations with which *FDP* must comply.

1

Description

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2

Description

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3

Description

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.....

4

Description

.....
.....

[8]

5 (a) (i) State what is meant by a code of practice.

.....
..... [1]

(ii) Explain how a code of practice could help *FDP* to improve its customer service.

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..... [3]

(b) Other than a code of practice, state **four** techniques which *FDP* could use to improve its customer service.

1
2
3
4 [4]

(c) Suggest **four** appropriate sources of advice for customers who want to make complaints against *FDP*.

1
2
3
4 [4]

(d) State and explain **two** ways in which *FDP*'s customer service could be improved by the additional training of its staff.

1.....

Explanation

.....

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2

Explanation

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[4]

(e) Evaluate the contribution each member of the *FDP* team makes to *FDP*'s commercial success. [12]

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END OF QUESTION PAPER

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