OCR
RECOGNISING ACHIEVEMENT

Leisure Studies

Unit G181 Customer service in the leisure industry

Unit Recording Sheet

Please read the instructions printed at the end of this form. **One** of these sheets, suitably completed, should be attached to the assessed work of **each** candidate.

Unit Title	**2 Customer service in the leisure industry**	**Unit Code**	**G181**	**Session**	Jan / June	**Year**	**2**	**0**	**0**	
Centre Name					**Centre Number**					
Candidate Name					**Candidate Number**					

Evidence: You review customer service for a chosen leisure organisation and provide customer service in a variety of situations, including handling a complaint or problem.

Criteria			Teacher Comment	Page No.
AO1.1: You show some understanding of how the differing needs of internal and external customers are met; these needs may not be specifically applied to the chosen leisure organisation; there may be some omissions or inaccuracies, showing a lack of full understanding; **[0 1 2 3 4 5]**	**AO1.2:** you provide a summary of how the needs of internal and external customers are met by the chosen leisure organisation, with few omissions, showing clear understanding of customer-service principles; **[6 7 8 9 10]**	**AO1.3:** you provide a detailed summary of how the needs of internal and external customers are met by the chosen leisure organisation and you draw reasoned conclusions about how the organisation may benefit as a result. **[11 12 13 14 15]**	**Mark**	
AO2.1: You provide evidence of communication with a variety of customers in a variety of situations whereby customer-service skills have been applied (minimum four situations); your evidence of handling a customer problem is weak and shows lack of customer-service skills and supporting evidence may be lacking in depth and detail; your use of terminology is not always accurate and written communication lacks detail in accuracy and content; **[0 1 2 3 4 5]**	**AO2.2:** you provide evidence of effective communication and customer-service skills being applied to a variety of customers in a variety of situations (minimum four situations), one of these situations must be a complaint or problem; you produce work with appropriate use of some terminology and your understanding is conveyed through use of appropriate language; **[6 7 8 9 10]**	**AO2.3:** you provide evidence of successful communication with a variety of customers, in a variety of situations (minimum four situations), one of these situations must be an example of dealing confidently with customer complaints or problems; your evidence of customer-service activities is thorough and appropriate and you produce your work logically, showing use of appropriate terminology, and your meaning is clear and accurately conveyed. **[11 12 13 14 15]**	**Mark**	

Criteria			Teacher Comment	Page No.
AO3.1: You provide evidence of some research from limited sources used to give an outline of the ways in which leisure organisations assess the effectiveness of the customer service provided to their customers; the sources may not be named, your research may not always be relevant to your chosen organisation and your findings are not always used effectively; **[0 1 2 3 4]**	**AO3.2:** you provide evidence of research from a number of different sources used to give an analysis of the methods by which your chosen leisure organisation assesses the effectiveness of the customer service it provides to its customers; your research is mostly relevant and most of your findings are used in the analysis; **[5 6 7 8]**	**AO3.3:** you provide evidence of thorough research using a range of techniques to analyse critically the ways in which your chosen leisure organisation assesses the effectiveness of the customer service it provides to its customers and the measures it takes to make improvements; your research is relevant and used effectively to inform your analysis. **[9 10 11 12]**	**Mark**	
AO4.1: You attempt an evaluation of the customer-service principles in your chosen leisure organisation; you identify only the main strengths and weaknesses of the service provided and make only basic recommendations for improvement, which may not be realistic; **[0 1 2 3 4]**	**AO4.2:** you provide an evaluation of the customer-service principles in your chosen leisure organisation; you draw sound conclusions and make judgements about the service provided to make limited but realistic recommendations for improvement; **[5 6]**	**AO4.3:** you provide an evaluation of the customer-service principles in your chosen leisure organisation; you draw valid and substantiated conclusions and make well-reasoned judgements about the service provided, to make valid recommendations for improvements to the organisation's customer service. **[7 8]**	**Mark**	
		Total/50		

If this work is a re-sit, please tick		Session and Year of previous submission	Jan / June	**2**	**0**	**0**		Please tick to indicate this work has been standardised internally	

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).
The completed Centre Authentication form CCS160 **must** accompany the MS1 when it is sent to the moderator.

Guidance on Completion of this Form

1 **One** sheet should be used for each candidate.
2 Please ensure that the appropriate boxes at the top of the form are completed.
3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.