

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 travel and tourism				Unit Code	G721	Session	Jan / June	Year	2	0	0		
Centre Name								Centre Number						
Candidate Name								Candidate Number						
Evidence: You review customer service for one chosen travel and tourism 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; the needs may not be specifically applied to the chosen organisation; there are some omissions or inaccuracies showing lack of full understanding; <p style="text-align: right;">[0 1 2 3 4 5]</p>			AO1.2: you provide a comparison of how the needs of internal and external customers are met by the chosen organisation, with few omissions, showing clear understanding of customer-service principles; <p style="text-align: right;">[6 7 8 9 10]</p>			AO1.3: you provide a thorough comparison of how the needs of internal and external customers are met and draw reasoned conclusions about how the organisation benefits as a result, showing full understanding of how different needs are met. <p style="text-align: right;">[11 12 13 14 15]</p>								
AO2.1: You provide evidence of communication with a variety of customers in a variety of situations (minimum two different situations, two different customer types) whereby some basic customer-service skills have been applied; your evidence of handling a customer problem or complaint is weak and shows lack of customer-service skills, or may not have been included, and supporting evidence may be lacking in depth and detail; <p style="text-align: right;">[0 1 2 3 4 5]</p>			AO2.2: you provide evidence of effective communication and customer-service skills being applied in a variety of situations (minimum two different situations, two different customer types), one being the handling of a customer complaint or problem; supporting evidence is appropriate to the situations concerned and there is some evaluation of your own performance; <p style="text-align: right;">[6 7 8 9]</p>			AO2.3: you provide evidence of successful communication and customer-service skills being applied in a range of customer-service situations with a wide variety of customers, which includes dealing confidently with customer complaints or problems; supporting evidence of customer-service activities is thorough and appropriate and you present a reasoned evaluation of your own performance. <p style="text-align: right;">[10 11 12 13]</p>								

Criteria					Teacher Comment			Page No.
<p>AO3.1: You provide evidence of some research, from limited sources, being used to give an outline of the ways in which the chosen organisation assesses the effectiveness of the customer service it provides to its customers; the sources may not be named, your research may not always be relevant to the chosen organisation and the findings may not always be used effectively;</p> <p style="text-align: right;">[0 1 2 3 4]</p>	<p>AO3.2: you provide evidence of research, from a number of different sources, used to give an analysis of the methods by which the chosen organisation assesses the effectiveness of the customer service it provides to its customers; your research is mostly relevant and most of the findings are used in the analysis;</p> <p style="text-align: right;">[5 6 7 8]</p>	<p>AO3.3: you provide evidence of thorough research, using a range of techniques, to critically analyse the ways in which the chosen 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 effectively used to inform the analysis.</p> <p style="text-align: right;">[9 10 11 12]</p>						
								Mark
<p>AO4.1: Your explanation of the customer-service principles underlying the service provided in the chosen organisation to some types of customers is limited in terms of evaluation; this identifies only the main strengths and weaknesses of the service provided and makes only basic recommendations for improvement, which may not be realistic; your use of terminology is not always accurate and written communication lacks detail in accuracy and content;</p> <p style="text-align: right;">[0 1 2 3 4]</p>	<p>AO4.2: you provide an evaluation of the customer-service principles underlying the service provided to different types of customers in the chosen organisation; this draws sound conclusions and makes reasoned judgements about the service provided (which meet the organisation's values and attitudes) and gives limited but realistic recommendations for improvement; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language;</p> <p style="text-align: right;">[5 6 7]</p>	<p>AO4.3: you provide a critical evaluation of the customer-service principles underlying the service provided to a range of different types of customers in the chosen organisation; this draws valid and substantiated conclusions and makes well-reasoned judgements about the service provided and makes valid recommendations for improvement to meet the organisation's values and attitudes; you present your work logically, showing use of appropriate terminology, and your meaning is clear and accurately conveyed.</p> <p style="text-align: right;">[8 9 10]</p>						
								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).

Please complete one *Centre Authentication Form* (CCS160) for each unit and forward to the moderator with your sample.

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.