

FOR CENTRE AND CANDIDATE USE - PLEASE PHOTOCOPY AS REQUIRED

**OFFICE ADMINISTRATION FOUNDATION LEVEL
CUSTOMER CARE (OPTIONAL MODULE) 5225**

Assignment Cover Sheet for Candidates

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When submitting a copy of your assignment please 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 two 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 three 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)
- 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)
- three separate observations of customer care in action
- a checklist identifying good customer care systems and techniques
- a write-up (well summarised findings from the investigation)
- adequate coverage of the aims and objectives (these are listed on the next two pages)

In addition, your report should:

- be between 1000 - 1400 words long
- be word processed (legible hand writing is also acceptable)
- have a logical structure with clearly presented and explained sections
- have 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.

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Assignment contents

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Carry out an observation of customer care in action and write a report on the conclusions reached. Construct a checklist to identify good customer care systems and techniques and provide an analysis of the checklist.

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.

Construct a checklist which demonstrates knowledge of the elements of good customer care

		Page no.	Comments
1.1	Identify the customer <ul style="list-style-type: none"> customers can be external and internal and consist of anyone to whom a service is, or can be, provided; external: visit in person; mail order; by subscription; individuals or large organisations; internal: colleagues in own or other sections (known and unknown); local; distant actual customers: loyal customers, customers who know what they want, passing customers, customers accompanying others, customers seeking information 		
1.2	Understand what customers want <ul style="list-style-type: none"> use examples recognised by candidates which focus on: prompt response; reliability from both individuals and company systems, product knowledge from service provider, honesty, politeness, value for money 		
1.3	Recognise how individuals provide a service <ul style="list-style-type: none"> good product knowledge, knowledge of organisational procedures and systems, keeping accurate records, working with others inside the organisation, listening, questioning, interpersonal skills; examples of the everyday use of these should be used to illustrate individual service 		
2.1	Understand ways of greeting customers <ul style="list-style-type: none"> always showing a welcoming interest in customer; smiling, making eye contact, using positive body language, tone of voice, on telephone giving name of company, in letters using appropriate language for the customer 		

Carry out three separate observations of customer service in action, details of which are outlined below

2.1	As before – understand ways of greeting customers		
2.2	Find out what customers need <ul style="list-style-type: none"> use of sensitive questioning, attentive listening, checking understanding with customer, making suggestions 		

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		Page no.	Comments
3.1	<p>Help customers to choose</p> <ul style="list-style-type: none"> information: forms of display and explanation of products and services, how to order, how to gain additional information and advice easily, discounts procedures: different forms of payment (cash, cheque, credit card, forms of staged payment); rapid response to customers (e.g. reducing queuing, express delivery); adequate stock levels 		
3.2	<p>Understand service delivery procedures</p> <ul style="list-style-type: none"> forms of service delivery: face to face, mail ordering (letter, telephone, fax), electronic (e.g. banking and Internet); courier procedures: order forms, receipts, guarantees, after sales service agreements, simple supply chains (e.g. from customer order to delivery of bulky product locally); real-life local examples should be used to illustrate these points 		
3.3	<p>Deal with problems</p> <ul style="list-style-type: none"> problems: product or service availability, product or service does not work; product or service delayed or not delivered, complaints against particular individuals approaches: listen to customer problem, do not blame, check procedures, involve others inside organisation, honour service agreements, offer alternatives 		

Produce a written report detailing the observations made and conclusions reached

4.1	<p>Define what needs to be recognised</p> <ul style="list-style-type: none"> details of the assignment requirements can be found in the section headed 'Assignment Guidelines' which follows 		
4.2	Carry out an observation of local customer service delivery		
4.3	Report on observation results		

Self Evaluation

	<p>Comment on:</p> <ul style="list-style-type: none"> your approach to selecting information the strengths and weaknesses of your report 		
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