

Leisure and Tourism (Double Award)
OCR GCSE 1495 Unit 4877 Customer Service in Leisure and Tourism
Unit Recording Sheet

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

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| Specification Code | 1495 | Unit Code | 4877 | | Session | Jan / June | Year | 2 | 0 | 0 | |
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| Centre Name | | | | | | Centre Number | | | | | |
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| Candidate Name | | | | | | Candidate Number | | | | | |
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Evidence: A review of the customer service provided by one selected leisure and tourism organisation and a record of your involvement in a variety of customer service situations.

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 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.
- 4 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

Please see over

| Criteria | | | Teacher Comment | Location | Mark |
|---|--|---|-----------------|----------|------|
| <p>a1 Describe at a basic level what is meant by customer service.</p> <p style="text-align: right;">0 1 2 3</p> | <p>a2 Explain why customer service is important to their chosen organisation with examples.</p> <p style="text-align: right;">4 5</p> | <p>a3 Produce a thorough and knowledgeable analysis of customer service in their chosen organisation.</p> <p style="text-align: right;">6 7</p> | | | |
| <p>b1 Describe at a basic level how the organisation meets the needs of a variety of customers and deals with complaints.</p> <p style="text-align: right;">0 1 2 3 4</p> | <p>b2 Describe with examples how the organisation meets the needs of its internal and external customers and explain the complaints procedure.</p> <p style="text-align: right;">5 6</p> | <p>b3 Evaluate the way the organisation meets the needs of all its customers and analyse its complaint procedures.</p> <p style="text-align: right;">7 8 9</p> | | | |
| <p>c1 Describe at a basic level the benefits of effective customer service to the organisation.</p> <p style="text-align: right;">0 1 2 3 4</p> | <p>c2 Explain fully the benefits of effective customer service procedures to the organisation.</p> <p style="text-align: right;">5 6 7</p> | <p>c3 Recommend improvements in customer service procedures to increase the benefits to the organisation.</p> <p style="text-align: right;">8 9</p> | | | |
| <p>d1 Describe two examples of customer service records used by their chosen organisation.</p> <p style="text-align: right;">0 1 2 3</p> | <p>d2 Explain with examples how customer service records are used to develop customer service in the organisation.</p> <p style="text-align: right;">4 5 6</p> | <p>d3 Suggest alternative ways the organisation could use its existing records to improve customer service provision in the organisation.</p> <p style="text-align: right;">7 8</p> | | | |
| <p>e1 Communicate clearly with a variety of customers, listening carefully and responding appropriately.</p> <p style="text-align: right;">0 1 2 3 4 5</p> | <p>e2 Deal confidently with a variety of customers, demonstrating good presentation and communication skills.</p> <p style="text-align: right;">6 7</p> | <p>e3 Communicate successfully and confidently with customers, listening carefully and providing a full and effective response.</p> <p style="text-align: right;">8 9</p> | | | |
| <p>f1 Describe simply how they have handled a customer complaint.</p> <p style="text-align: right;">0 1 2 3</p> | <p>f2 Effectively handle a customer complaint, following the procedures of the organisation.</p> <p style="text-align: right;">4 5 6</p> | <p>f3 Evaluate their own performance in the customer service situations undertaken, including the handling of complaints made by customers.</p> <p style="text-align: right;">7 8</p> | | | |
| Total/50 | | | | | |