

**OCR GCSE IN LEISURE AND TOURISM (DOUBLE AWARD)**

**1495**

**EXEMPLAR MATERIALS - UNIT 3: Customer Service in leisure and tourism**

This collection of exemplar work is designed to accompany OCR GCSE specification Leisure and Tourism for teaching from September 2002.

First certification will be available in June 2004 and every January and June thereafter.

This document aims to demonstrate the relationship between candidates' work and the assessment criteria statements. The examples provided represent just a few approaches from a small number of candidates and are not intended to be comprehensive or interpreted prescriptively.

The examples exemplify different standards of work. Some of the examples demonstrate a consistent approach across the objectives, whereas others demonstrate a different standard of achievement for each objective.

Teachers are referred to Section 2.3 of the Teacher Guide (Determining a Candidate's Mark) to further assist their marking.

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## General Feedback for Unit 3 Portfolios

It is good that candidates are encouraged to word process their work. The candidate's work was clearly annotated for the strands a to d. Such annotation assists the moderation process; however the annotation is on the left-hand margin, making it difficult for the moderator to see easily and may well be lost if this work is bound before being submitted. Including a sheet recording the details of the feedback given to each student with each portfolio would be of value to the moderator.

Portfolio pagination and page referencing of the strands, either on a feedback sheet or otherwise, would be helpful.

It is not clear from these portfolios if there was a system of internal standardisation in place, as outlined on page 17 of the specification.

A title page, identifying the organisation being investigated, would be helpful. All the candidates' work would benefit from an introductory paragraph identifying and describing the organisation being investigated. When candidates tackle strands e and f, supporting evidence needs to be detailed and robust. Consideration should be given to methods such as detailed observer/witness statements, video, self and peer evaluation. If this section is to be during their work experience, the customer service should take place within a Leisure and Tourism context; if the supervisor is to provide collaborative evidence then the centre may need to brief them carefully about the type of detail that will be required. Communication with customers may be in writing or on the telephone, as well as face-to-face.



# Candidate E

## GCSE Leisure and Tourism (1495)

### Unit 4877: Customer Service in leisure and tourism

#### Commentary

#### Centre Mark 23

a1 agreed (but not annotated); a2 not met – the paragraph annotated as a2 is a statement rather than an explanation and the subsequent paragraph still does not explain why customer service is important; in the second paragraph the fact admission is free is not an example of the need for good customer service, although it is part of the explanation.

b1 agreed (but not annotated – see paragraph 6); b2 agreed, just, but the evidence is rather confused – there are no definitions of the terms ‘internal’ and ‘external customer’, nor are the different types of internal and external customers and their needs identified; there is no example of a complaint card included; b3 is not met – evaluation at this level needs to be more detailed than a sentence or two (such as analysis of the results of a customer questionnaire, observation, or personal experience) with gaps in provision identified and the use of evaluative terms in the text; what is annotated as analysis of the complaints procedure is in fact suggestions for improvement to the process and as such should be annotated as c3.

c1 met, but a low mark since only 1 benefit is noted; what is annotated as c2 is really only another (small) part of c1; c2 not met; c3 met – not only with the annotated evidence but by the other suggestions elsewhere in this work. The candidate would be best advised to complete c2 so that a holistic consideration of her work would support her claim for a particular mark.

d1 not attempted

a3 is consequently not met because of the lack of thorough analysis in the portfolio.

This candidate’s work is promising but needs far more attention to depth and detail if she is to have a robust claim to a high grade.

**8.3 ASSESSMENT EVIDENCE FOR UNIT 3: CUSTOMER SERVICE IN LEISURE AND TOURISM**

You need to produce a review of the customer service provided by one selected leisure and tourism organisation which includes:

- a** an explanation of customer service activities [7 marks];
- b** how organisations meet the needs of different types of customers, both internal and external [9 marks];
- c** benefits to the organisation of effective customer service [9 marks];
- d** identifying records maintained by the organisation to support customer service activities [8 marks].

You also need to provide a record of:

- e** your involvement in a variety of customer service situations, including personal presentation and communication skills [9 marks];
- f** handling a customer complaint [8 marks].

<b>A typical candidate at grades GG, FF, EE will:</b>	<b>A typical candidate at grades DD, CC, BB will:</b>	<b>A typical candidate at grades BB, AA, A+A* will:</b>	<b>Mark</b>	<b>Max</b>
<b>a1</b> Describe at a basic level what is meant by customer service. <b>0 1 2 3</b>	<b>a2</b> Explain why customer service is important to their chosen organisation with examples. <b>4 5</b>	<b>a3</b> Produce a thorough and knowledgeable analysis of customer service in their chosen organisation. <b>6 7</b>	<b>6</b>	<b>7</b>
<b>b1</b> Describe at a basic level how the organisation meets the needs of a variety of customers and deals with complaints. <b>0 1 2 3 4</b>	<b>b2</b> Describe with examples how the organisation meets the needs of its internal and external customers and explain the complaints procedure. <b>5 6</b>	<b>b3</b> Evaluate the way the organisation meets the needs of all its customers and analyse its complaint procedures. <b>7 8 9</b>	<b>9</b>	<b>9</b>
<b>c1</b> Describe at a basic level the benefits of effective customer service to the organisation. <b>0 1 2 3 4</b>	<b>c2</b> Explain fully the benefits of effective customer service procedures to the organisation. <b>5 6 7</b>	<b>c3</b> Recommend improvements in customer service procedures to increase the benefits to the organisation. <b>8 9</b>	<b>8</b>	<b>9</b>

<b>d1</b> Describe two examples of customer service records used by their chosen organisation. <b>0 1 2 3</b>	<b>d2</b> Explain with examples how customer service records are used to develop customer service in the organisation. <b>4 5 6</b>	<b>d3</b> Suggest alternative ways the organisation could use its existing records to improve customer service provision in the organisation. <b>7 8</b>	<b>8</b>
<b>e1</b> Communicate clearly with a variety of customers, listening carefully and responding appropriately. <b>0 1 2 3 4 5</b>	<b>e2</b> Deal confidently with a variety of customers, demonstrating good presentation and communication skills. <b>6 7</b>	<b>e3</b> Communicate successfully and confidently with customers, listening carefully and providing a full and effective response. <b>8 9</b>	<b>9</b>
<b>f1</b> Describe simply how they have handled a customer complaint. <b>0 1 2 3</b>	<b>f2</b> Effectively handle a customer complaint, following the procedures of the organisation. <b>4 5 6</b>	<b>f3</b> Evaluate their own performance in the customer service situations undertaken, including the handling of complaints made by customers. <b>7 8</b>	<b>8</b>
<b>Total</b>			<b>50</b>

Note: Although you will be given an interim mark out of 50 by your teacher, this might be adjusted by OCR to make sure that your mark is in line with national standards.

93 b3 c3 d  
6 9 8 - 23 ✓

## Customer Service at the NRM

### Services to external customers

Customer service is all about looking after customers so that they will want to return and they will recommend you to other people. I am going to look at the standard of customer service at the National Railway Museum in York.

✓ It is important to create a good impression to customers. For example, as the admission at the museum is free, money has to be made by other means. Excellent customer service means that visitors to the museum will be more likely to spend at the cafes and gift shops.

Also, the museum is called the National Railway Museum, meaning that it is the main rail museum in England. This will attract visitors from all over the United Kingdom and Europe, not just locally.

The National Railway Museum pays a lot of attention to customer service. The museum aims to promote public understanding of railways and take pride in inspiring people by interpreting the collections and the stories behind them. It is paramount that external and internal customers give and receive an excellent service. This is achieved in a number of ways.

A customer services manager is employed to oversee all customer service procedures, and security staff are also employed to provide customers with a secure atmosphere. All employees wear name badges to make them more approachable, and admission has been made free for everyone.

✓ There are a lot of facilities to attract the museum's different types of customer. The museum toilets are cleaned hourly every day, with a cleaning rota on the door to let the visitors see the importance of clean and tidy facilities. There are also baby-changing facilities, which is good for families with small children. For the elderly and disabled there are wheelchairs, ramps and lifts. These are good examples of accommodating for the contrasting needs of all age groups, but I think that it would be better to have a baby-changing room instead of having a table in the women's toilets.

A cafe is situated not far from the entrance, and a secure car park with good rates is near the main entrance.

There are a lot of ways in which visitors can access information around the museum. A public announcement system is in operation throughout the day to inform you of any plays or live-action events that may be starting. There is a customer service desk to answer any queries you may have, but it is also possible to ask any member of staff. As well as posts with information next to all exhibits, headsets are available for a small fee to plug into various posts around the museum. This benefits foreign customers, a large portion of the museum's visitors, but at present limited languages are available. There are also many foreign-speaking leaflets and maps available to guide you through your visit, as well as signposts.

Customer service to foreign visitors at the museum could be improved by introducing foreign speaking members of staff and having them announce over the public announcement system instead of just having an English announcer. The twice-yearly survey by the NRM has found that French, German and maybe Urdu would be the languages most beneficial to foreign visitors. I also think that foreign visitors will benefit from the museum accepting Euros, as Pounds are currently the only currency accepted and could put foreign tourists at a disadvantage.

There are extra events and attractions to draw customers to the museum. As well as Thomas the Tank Engines' weeklong stay; themed weeks also take place throughout the year, such as Japan week and Science week. There are rides for children including



a merry-go round and a train ride, as well as a visitor train that takes you on a short journey across York city centre. There are ice cream carts outside.

### Internal customers

b2 The needs of the museum's internal customers are met by dividing the staff into different departments. These include the security services, administration, the education department, customer services, photography, IT services and marketing and publicity. These various departments contact each other for help. For example, a secretary from administration could phone the IT department for help if a computer crashes. This is an example of an internal customer. Other examples of customer service could be education calling security if there is a loiterer that could be a risk to children, or photography helping marketing and publicity with a new leaflet. This shows that the staff are part of a team.

Staff are also asked to contribute to the Customer Service Handbook, which makes them feel valued as their opinions and comments will be heard.

The Customer Service Handbook states that the museum invests in its staff so that they have the skills, support and information they need to do their job. This is achieved by personnel carrying out a performance check twice yearly. The results of this indicate what extra training, if any, is needed. This benefits the museums' internal customers as staff have varying IQs, so they can have training to cater for their individual needs. Training, both inside and outside the museum, includes first aid, college courses and the Open University. There are currently no ethnically or culturally diverse internal customers at the museum to require extra provisions such as food, uniform and prayer facilities, although this has been considered.

### Complaints

Complaints cards are available to enable customers to voice their opinions, and tell the staff where they can improve the museum and their services to others. You have to fill in your name, address, telephone number, email if available and the date of your visit. Staff are committed to dealing with complaints as quickly and efficiently as possible, and aim to reply to any questions or queries asked within five working days. All cards sent are kept in the customer services department in London. This helps to monitor the satisfaction of customers in three museums (the NRM is part of a group of three museums alongside the National Museum of Film and Photography in Bradford and the National Science Museum.)

I think that the two existing ways to contact the museum with your comments and complaints are helpful and efficient, but I think that more ways should be added to make it easier for people to call once they have got home, as comment cards and managers will not be available once you get outside the building. I think that a phone line should be set up for people to ring after their day out, and perhaps an email address on the website especially for comments, queries and suggestions.

I also think that the customer services at the NRM are impressive, but perhaps making the customer service desk more obvious and colourful will make it stand out to customers. I think that if it was updated it would be more appealing. Presently, there is a booth with some leaflets, so perhaps a few posters and a bigger booth with computers would benefit the customers more. I also think that a copy of the National Railway Museum's promises to customers should be erected in the reception so customers know what to expect and that their best interests are at heart. These can be found in the Customer Service Handbook, but this is only available to staff and school groups. Apart from this, I think that there is a very good service to customers at the museum. This benefits the organisation because it makes customers want to return, and the museum will be recommended by visitors to other people. Good customer

service will also improve the attitudes of internal customers-a successful museum with few complaints could improve their work rate.

# Candidate F

## GCSE Leisure and Tourism (1495)

### Unit 4877: Customer Service in leisure and tourism

#### Commentary

#### Centre Mark 25

At no point in this work does the candidate explain what the NRM is.

a1 agreed (but not annotated); a2 is not met since there are no examples given to explain why customer service is important to the NRM.

b1 agreed (but not annotated); b2 is just met – the section about complaints is really b1 since this is a description rather than an explanation and no example of the comment card is included.

c1 met, but with a low mark since only 1 benefit is noted; this is annotated as c2, which is not met since this sentence is not a fully explanation of the benefits of effective customer service; c3 is just met – the second suggestion would be improved by explaining what benefits would accrue. The candidate would be best advised to complete c2 so that a holistic consideration of her work would support her claim for a particular mark.

d1 neither met nor annotated; d2 not met – there are no examples of customer service records described or included neither is there any explanation of how these are used to develop customer service; what is annotated as d2 is an attempt at d3 but does not meet it since the general mentions of the NRM's 'books' and 'service records' are not specific examples of existing records.

a3 is consequently not met because of the lack of thorough analysis in the portfolio.

This piece of work contains a number of basic spelling errors which, at times, alter the sense of what has been written ('To ensure the customers a customer service manager has been employed...').

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- c** benefits to the organisation of effective customer service [9 marks];
- d** identifying records maintained by the organisation to support customer service activities [8 marks].

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- e** your involvement in a variety of customer service situations, including personal presentation and communication skills [9 marks];
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<b>d1</b> Describe two examples of customer service records used by their chosen organisation. <b>0 1 2 3</b>	<b>d2</b> Explain with examples how customer service records are used to develop customer service in the organisation. <b>4 5 6</b>	<b>d3</b> Suggest alternative ways the organisation could use its existing records to improve customer service provision in the organisation. <b>7 8</b>	<b>8</b>
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<b>Total</b>			<b>50</b>

Note: Although you will be given an interim mark out of 50 by your teacher, this might be adjusted by OCR to make sure that your mark is in line with national standards.

24

a3   b2   c3   d2  
6   6   8   4

## Customer service at the NRM

### An explanation of customer service

Customer service is very important to the railway museum; the customers bring in the money and keep the museum running. Customer service is all about looking after the needs of the customers and to make them feel comfortable in the museum.

The NRM want the customers to recommend the museum to other people so that they will return bringing lots more people, but the NRM doesn't really want all the customers to be local they would like a lot of customers from over countries so that they can go back to there countries and recommend the NRM to other people.

### How the NRM meets the needs of internal and external customers

The NRM try their best to keep the customers happy at all times. Free admission has been introduced bringing in more customers. To ensure the customers a customer service manager has been employed to help. To ensure the customers are save there are security guards around the museum and safe stairs and rails. To provide comfort there are plenty of seats and benches and a café to sit in.

All the staffs wear named badges so you know they are safe to approach and there to help. There are lifts in the museum for disable access and for elderly people.

For the foreign customers there are earphones, which can be bought from reception desk for £3.50, which are plugged into the listening boxes, which are dotted around the museum, these listening boxes are next to the trains and tells you the storeys of them trains. For information in the museum there are leaflets, maps and signposts with directions dotted around.

There is a café in the museum providing food and drink for the customers as well as two shops providing souvenirs for the customers to take home for family or friends. Clean toilets are also provided in the NRM.

Also the NRM brings Thomas the Tank Engine to the museum once a year to attract the younger customers to the NRM.

There is also a train that runs on the road to the Minster from the NRM, which is 50p for children and £1.50 for adults, this ride is a very relaxing and enjoyable way to travel to the Minster.

### **Complaint procedures**

b2. If customers have a complaint then they can write on a comment card or ask to speak to the manager. The complaint cards are if the customers have complaints about the price of the car park, or for the price of the shop items and so on. The manager is for if another employee is been rude, or if they want to complain about something in the museum, (for urgent attention.)

### **Internal and external customers**

b2 Internal customers in an organisation like the NRM, the staff will be divided into departments such as:

- Personnel dept
- IT department
- Security services (security guards)
- Administration (secretaries)
- Education department
- Customer service department
- Photography
- Marketing and publicity

These compartments contact each other when in need of each other's help. When these departments ask each other for help they are Internal Customers.

For examples of where internal customers ask for help are:

- Secretaries may phone the I.T dept for help with the customers.
- Marketing and publicity may ask photography for some help with leaflets.
- The education dept ring the security guards if they see a dodgy person.
- Education might phone the customer services for some info about stuff.

External customers are customers just like you and me that go into the NRM to look around, not work.

### **Benefits to the organisation of effective customer service**

c2

Customer service is very important towards the NRM; it brings more customers that have been recommended by other customers.

Ways they could improve on customer service is by:

- Employing staff that can speak more languages so that more foreign people can visit.
- Employing more friendly and polite staff.
- Having more staff that is just there to make the customers feel comfortable and welcome.

### **Identifying records maintaining by the organisation to support customer service activities**

The NRM would use service records to see what kind of people come into the museum, what people in the museum bought the most, what drinks appeal to the customers, what attractions appeal to the customers and so on. If customers bought more coffee than coke in the café then the NRM would provide more coffee than coke to improve customer service and improve their profit. If something sells the least at a shop then the museum would lower the price to make a profit at everything. Or if something is selling more than everything else then they will raise the prices and buy more of that product to make a profit. All this information goes into the NRM books.

d2 As mentioned earlier, complaints would be booked for future improvement. So in the future the NRM would look back on the complaints in the books and try to improve the NRM. So if lots of customers have complained about the price of the car park then in the future the NRM will reduce the car park price to suit the customers.

c3 I think that there should be a new way to complain to the NRM, which is more affective, like having an office in York just for the complaints, there, is a main office in London but would be better if there was one York. Also the NRM should have a complaints manager who would deal with the complaints personally which would be faster and better for the company.