

## Level 2 Certificate in Customer Service



Supporting learning  
and performance

### Workbook

Accreditation number: J/600/0658

## CU854: Supporting the Customer Service Environment

J/600/0658 Level 2: 7 Credits

Learner Name:	
Learner Registration Number:	
Centre name / number:	
Assessor/tutor name :	
Your job role (if applicable):	
Main organisation :	
(This will either be the organisation the Learner is employed by or, if the Learner is not currently employed within the Customer Service sector an organisation they are familiar with.)	
Reason for choosing this organisation:	
UNIT SIGN OFF	
Learner signature :	Date:
I confirm that the answers given within this workbook are my own work	
Assessor / tutor signature:	Date:
I confirm that the evidence in this workbook has been assessed against the assessment criteria for this unit and has judged for validity, authenticity, currency, reliability and sufficiency	

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## Assessment Guidance

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It is expected that the majority of learners who will be undertaking this qualification will be employed, possibly part time, within a customer service role in an organisation. The expectation is that learners will choose to complete this workbook in the context of their own job role. This method should allow learners to access the material required with ease and utilise the information in the workbook as evidence against a competence-based qualification where appropriate. However, it is necessary for an understanding to be developed that customer service methods will vary significantly in different types of organisation.

There is, however, no requirement that learners are employed in order to undertake this qualification and where this is the case it is vital that they gain knowledge and understanding of how customer service works in different organisations through case studies.

Although it is expected that in, the main, the workbook will be contextualised to one organisation that the learner is familiar with, there is no absolute requirement for all questions to be answered in relation to that one organisation. In particular, learners may find that some questions may not be relevant to their own organisation. Where this is the case, it is perfectly acceptable to answer in relation to a different organisation. It would be helpful for the assessor / tutor that the organisation involved is noted on the appropriate page.

The personal development plan must be completed on separate sheets of paper and attached to the workbook.

The final grade for this assignment will be pass or fail, there is no further grading. To achieve a pass learners must complete the requirements of the assessment criteria, which are noted clearly by each task. Further information is included in the mark scheme.

Learners must complete the workbook task individually.

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## Customer Service QCF Level 2 Unit J/600/0658 Workbook

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### Supporting the customer service environment

Learning Outcomes:

- 1 Apply the practical skills required to deliver effective customer service
- 2 Demonstrate how to meet customer needs and expectations
- 3 Communicate effectively with customers
- 4 Apply customer service improvements and develop self

Questions:

- (1) State what type of organisation your workbook is based on. Include information about what the organisation does and the sector it is in.

Assessment criterion : 1.1 Identify the type of organisation

(2) Who are your customers? Include internal and external customers and those who may have special needs.


**Internal customers**

**External customers**

**Customers with special needs/requirements**

Assessment criterion : 1.2 Identify the organisation's customers including internal and/or external and those with specific needs

(3) Show and explain one of your organisation's customer service supply chains.




Assessment criterion :1.3 Illustrate a customer service supply chain within an organisation

(4) Explain how up to date customer records are kept in your organisation. Include an example of how you have helped to keep customer service records up to date. (This can either be in your job or as a simulated activity)

[Empty response box for the assessment question]

Assessment criterion : 1.4 Maintain established customer records

(5) Select **one** product or service from your organisation and suggest a unique selling point/service offer for it.



Assessment criterion : 1.5 Suggest a unique selling point or unique service offer for a product or service



- (6) Suggest **three** possible ways of promoting the product or service that you selected in Q5 to your customers. Explain how each idea will increase customer awareness.

**Promotion Method 1**

**Promotion Method 2**

**Promotion Method 3**

Assessment criterion : 1.6 Suggest ways of promoting a product or service to increase customer awareness

- (7) Consider the **three** promotional methods in Q6. What are the strengths and weaknesses of each of these for the product/service concerned?

**Promotion Method 1**

**Promotion Method 2**

**Promotion Method 3**

Assessment criterion : 1.7 Compare the strengths and weaknesses of the promotional methods available

(8) Give five examples of ways you have identified different customers' needs and/or expectations.

**Example 1**

**Example 2**

**Example 3**

**Example 4**

**Example 5**

Assessment criterion : 2.1 Identify how customers demonstrate their own individual needs and expectations

- (9) How would you know if a customer has any special requirements? Give three examples of customers with special requirements.  
(Real examples where possible but simulation/case studies are acceptable).

**Customer 1**

**Customer 2**

**Customer 3**

Assessment criterion : 2.2 Identify customers with special requirements

- (10) Give **three** examples of how you would adapt your behaviour and methods of communication to meet the individual needs of different customers. Where possible refer to real situations that you have faced.

**Example 1**

**Example 2**

**Example 3**

Assessment criterion : 2.3 Identify how to adapt methods of communication and behaviour to meet the individual needs of specified customers

(11) In your organisation, identify two methods that are used to check customer satisfaction. Outline how you (or someone within that organisation) use the method.

**Method 1**

**Method 2**

Assessment criterion :2.4 Identify and use methods of checking customer satisfaction

(12) A good reputation is crucial in customer service, give three examples of how the organisation has improved/might improve its reputation in the future.

**Example 1**

**Example 2**

**Example 3**

Assessment criterion : 2.5 Identify ways in which an organisation might improve its reputation

- (13) Outline how you have used different methods of communication in different situations. You must refer to at least **two** methods, including one verbal and one non-verbal communication.

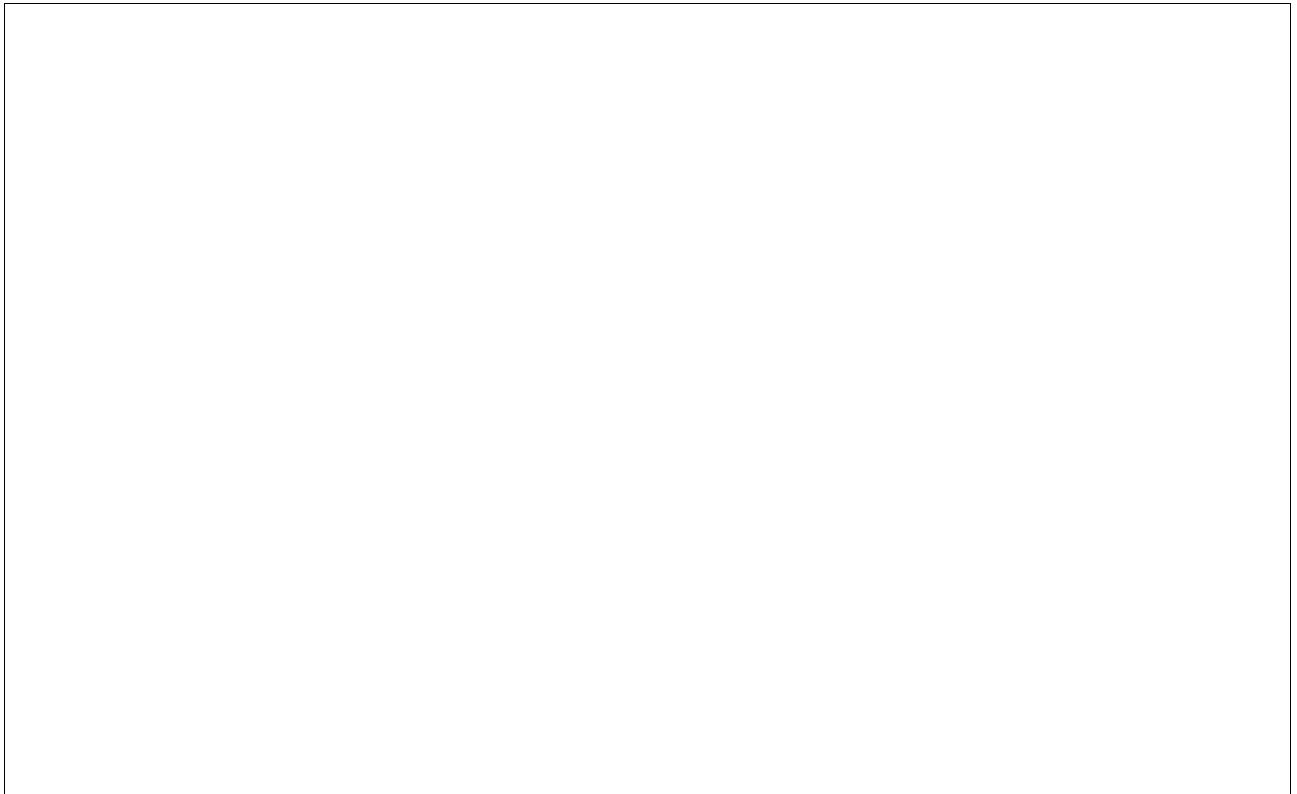
**Method 1 (Verbal)**

**Method 2 (Non-Verbal)**

Assessment criterion: 3.1 Use different methods of communication



(14) List the interpersonal skills necessary for effectively working in a team. Include any that are specific to your organisation.



Assessment criterion : 3.2 Identify the interpersonal skills which are required for effective team-working

- (15) Give examples of having to adapt your behaviour to meet the needs of your team. You must refer to a minimum of three situations. (Real examples where possible but simulation/case studies are acceptable).

**Situation 1**

**Situation 2**

**Situation 3**

Assessment criterion: 3.3 Describe how to adapt own behaviour to meet the individual needs of the team

(16) State what you consider to be the principles of using the telephone in an efficient and effective way in a customer service role. Include any that are specific to your own organisation.

Assessment criterion : 3.4 Use the telephone system efficiently and effectively

(17) In providing excellent customer service, there are some personal qualities and skills needed when dealing with customer problems, what are these?


**Personal qualities**

**Skills**

Assessment criterion : 3.5 Identify the personal qualities required to deal with customer problems      Assessment criterion : 3.6 Describe the skills required to deal with potentially stressful situations

(18) Describe a customer service problem that you have encountered. Show in the form of a diagram the process of solving the problem.

A large, empty rectangular box with a thin black border, intended for the student to draw a diagram illustrating the process of solving a customer service problem.

Assessment criterion : 3.7 Apply problem solving theories to resolving a customer service problem  
Assessment criterion : 3.8 Identify the process of solving a customer problem or complaint

(19) State what you consider would be the most effective method for collecting customer feedback in your organisation and explain why. This may be based on suggesting improvements to a method which is already in place **or** it may be an entirely new method. Give reasons for your choice.

Assessment criterion : 4.1 Devise a method for obtaining customer feedback

(20) Give an example of when a change was made to the customer service procedures in your organisation. Why was it important to give customers a positive impression about these changes?

Assessment criterion : 4.2 Identify why it is important to give a positive impression to customers about changes made to customer service procedures

(21) State how your behaviour might affect the behaviour of others in the following situations:

(a) A customer is angry and is verbally abusive to a colleague

(b) You have promised your customer a solution to their problem and a service partner has let you down so the promised action will not happen within the agreed time scale.

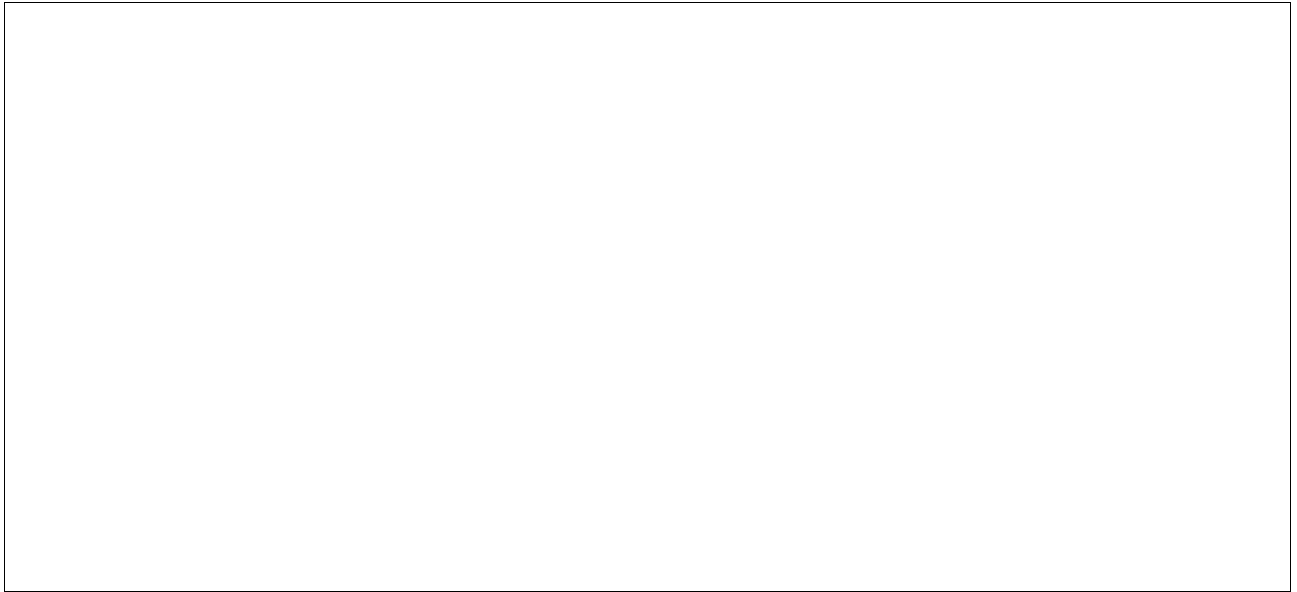
(c) A new system has been introduced, it will be more time-consuming for your customers, and you have to explain it to them.

In each case, identify the appropriate way to behave in the context of providing excellent customer service, the effect your behaviour would have on the situation and the consequences of handling the situation badly.

a)
b)
c)

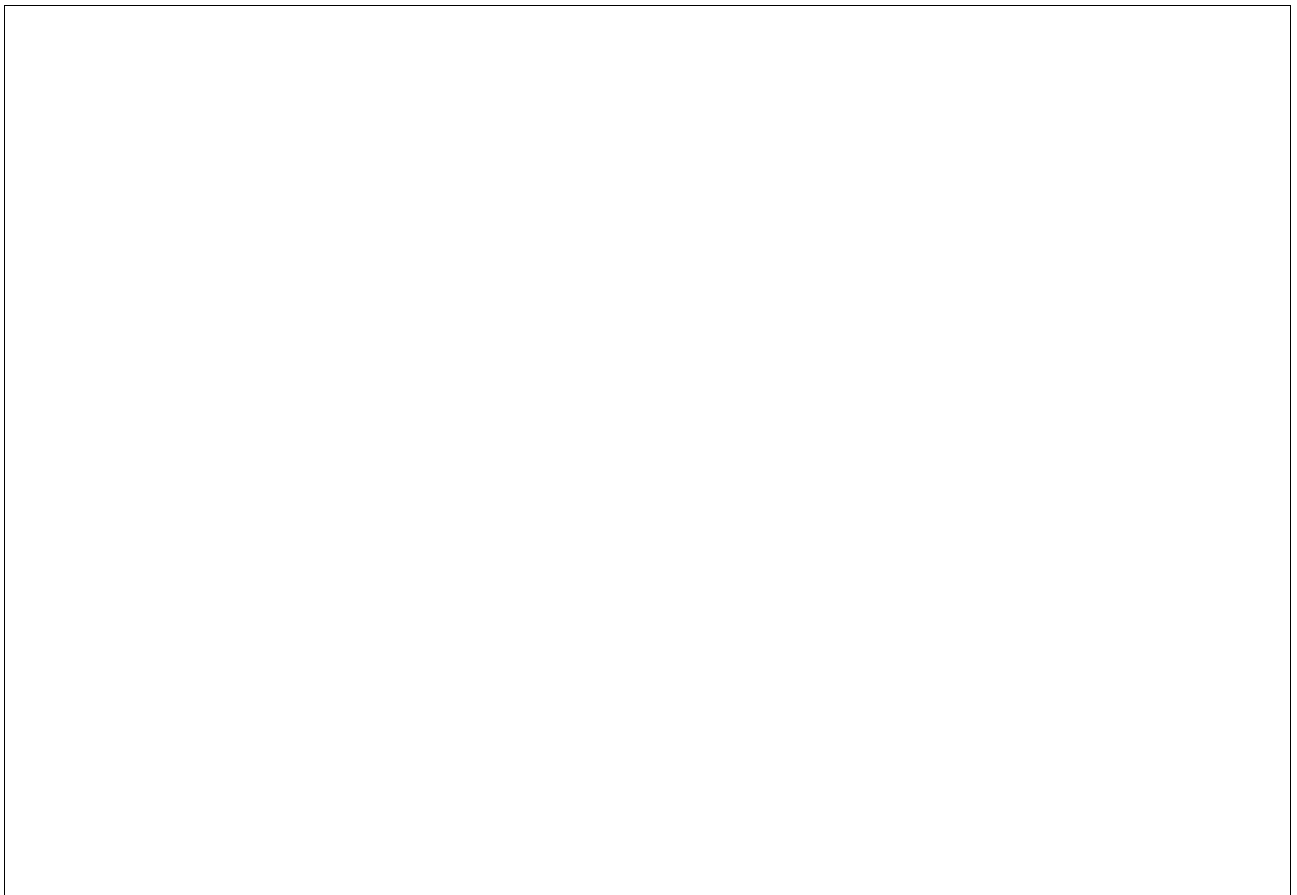
Assessment criterion : 4.3 Identify how own behaviour might affect the behaviour of others

(22) Personal development is an important part of improving performance, give two ways you obtain useful and constructive feedback from others on your performance?



Assessment criterion : 4.4 Identify how to obtain useful and constructive feedback from others about own performance

(23) (a) List your strengths and weaknesses in your customer service role.

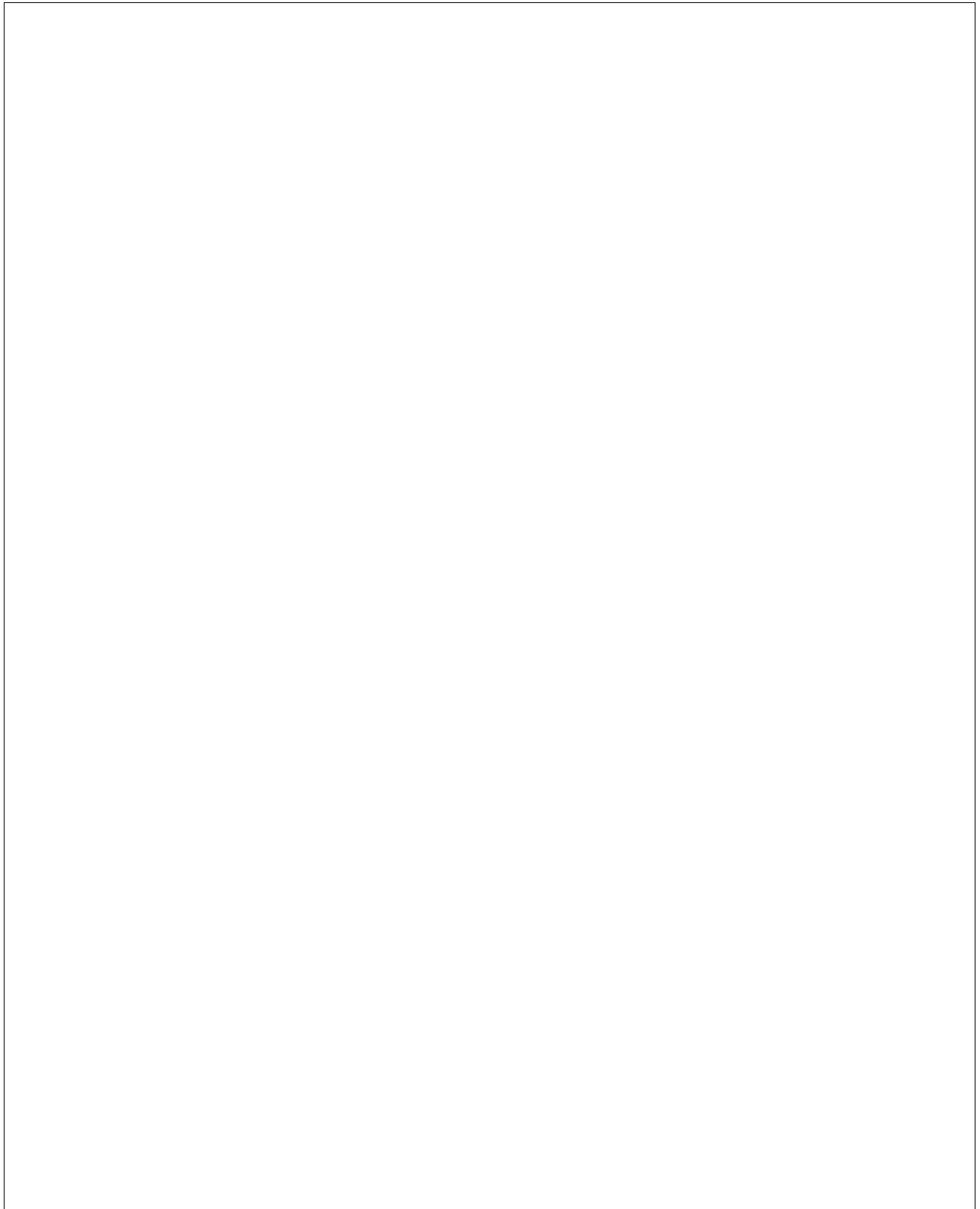




- (23) (b) Using the identified strengths and weaknesses produce a training needs analysis for yourself. This must include consideration of the needs of the organisation, the importance of different areas of training and what you want to achieve in the short and long term.

- (23) (c) Turn your training needs into a development plan which could be used as a basis for discussion with the person who is responsible for your personal development.

You must consider your development in terms of personal development, skills development and career/education plans over the next two years.



Assessment criterion : 2.4.5 Identify own strengths and weaknesses in relation to working within a customer service role

Assessment criterion : 2.4.6 Apply the techniques of self assessment to look at strengths and weaknesses

Assessment criterion : 2.4.7 Produce a Training Needs Analysis (TNA) for self

Assessment criterion : 2.4.8 Prepare an individual learning/development plan which could be used as a basis for discussion with a relevant person, eg tutor, line manager, HR, training department

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