



Pearson BTEC Level 2 Technical Certificate in Customer Service Operations

First teaching September 2017

Sample Assessment Materials: Unit 1: The Customer Service Environment

Version 1.1

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BTEC L2 Technical Certificate in Customer Service Operations

Unit 1: The Customer Service Environment

Information for candidates

Instructions

- Answer all questions.
- An onscreen notepad is provided for you to make notes during the test. These notes will not be marked.
- An onscreen calculator is provided for questions which require calculation.
- An accessibility panel is provided on every screen. This allows you to magnify your screen and apply a range of colour filters

Information

- The assessment is **1 hour 15 minutes** in duration.
- The **total mark** for this test is **60**.
- The number of marks for each question is shown in brackets e.g. (2). Use this as a guide as to how much time to spend on each question.

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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Start Test

Test Player Preview

Which of these is an external customer for a business? (1)

Select **one** option.

A sales assistant

A finance manager

A client obtaining services

A departmental supervisor

ⓘ ↻ 🚩 ⏪ Previous 1 / 25 Next ⏩ ⌚ 00:45 Marks Save

Test Player Preview

Which of these is the result of effective customer service? (1)

Select **one** option.

Loss of customer loyalty

Lack of repeat purchases

Positive social media posts

Positive comments about competitors

   [Previous](#) 2 / 25 [Next](#)  00:45 [Marks](#) [Save](#)

Test Player Preview

A customer has given too much personal information in a credit application.

What must a customer service practitioner do to comply with the Data Protection Act 1998? (1)

Select **one** option.

Send the excess information to the marketing department

Only record the information that is needed

Refuse to process any of the information

Keep a record of all the information provided

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Test Player Preview

Which **two** of these meet customer expectations of flexible customer service? (2)

Select **two** options.

Restricted product range

Publication of sales figures

Casually dressed staff

Offering on-line purchasing

Extended opening hours

ⓘ ↻ 🚩 ⏪ Previous 4 / 25 Next ⏩ ⌚ 00:45 Marks Save

Test Player Preview

Why is it important for a business to establish effective customer service? (1)

Select **one** option.

To reduce staffing levels

To improve its reputation

To lower customer expectations

To increase complaints

   [Previous](#) 5 / 25 [Next](#)  00:45 [Marks](#) [Save](#)

Test Player Preview

A customer gives specific feedback about the poor service received.

How will this feedback help the business? (2)

Select **two** options.

The problem can be identified

The staff involved can be rewarded

The problem will be solved

The reputation of the business is improved

Improvements can be made

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Test Player Preview

Which **two** of these would increase customer satisfaction? (2)

Select **two** options.

Higher delivery charges

Increased product range

Longer customer response times

Higher prices

Longer opening hours

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Test Player Preview

Which **two** of these are direct customer service practitioner roles? (2)

Select **two** options.

Chef

Hotel receptionist

Maintenance engineer

Call centre operative

Cleaner

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Test Player Preview

Which of the following would a customer service practitioner have to comply with under health and safety requirements? (1)

Select **one** option.

- Locking fire doors
- Wearing protective clothing
- Creating emergency procedures
- Smoking only in the toilets

ⓘ ↻ 🚩 ⏪ Previous 9 / 25 Next ⏩ ⌚ 00:45 Marks Save

Test Player Preview

Which of these is a not-for-profit organisation? (1)

Select **one** option.

Charitable trust

Partnership

A public limited company

A private limited company

◁ Previous 10 / 25 Next ▷ ⏱ 00:45 Marks Save

Test Player Preview

Which **one** of these would have a flat organisational structure? (1)

Select **one** option.

A multinational plc

A government department

A local authority

A sole trader

The navigation bar at the bottom of the window is orange and contains several elements: a help icon, a print icon, a flag icon, a 'Previous' button with a left arrow, a '11 / 25' indicator, a 'Next' button with a right arrow, a timer icon showing '00:45', a 'Marks' button, and a 'Save' button.

Test Player Preview

Which **two** of these are aims of a business providing customer service? (2)

Select **two** options.

Shorter opening hours

Increased annual leave

To always treat customers fairly

Reduced loyalty schemes

To provide professional, high-level customer service at all times

Previous 12 / 25 Next 00:45 Marks Save

Test Player Preview

Which of these would be an aim of a public sector business? (1)

Select **one** option.

Making profits

Social wellbeing

Market share

Annual growth

   [Previous](#) 13 / 25 [Next](#)  00:45 [Marks](#) [Save](#)

Test Player Preview

Which **two** of the following are barriers to providing effective customer service? (2)

Select **two** options.

Effective organisation procedures

Staff incentives

Staff problems

Clear communications

Increased SLA time

◁ Previous 14 / 25 Next ▷ ⏱ 00:45 Marks Save

Test Player Preview

Explain **one** way in which the Consumer Rights Act (2015) protects customers. (2)

Type your answer in the box.

[Empty text input box]

ⓘ 📄 🚩 ⏪ Previous 15 / 25 Next ⏩ ⌚ 00:45 Marks Save

Test Player Preview

Explain **one** reason why it is important for a business to manage customer expectations. (2)

Type your answer in the box.

◁ Previous 16 / 25 Next ▷ ⏱ 00:45 Marks Save

Test Player Preview

Explain **one** benefit of an effective follow-up service. (2)

Type your answer in the box.

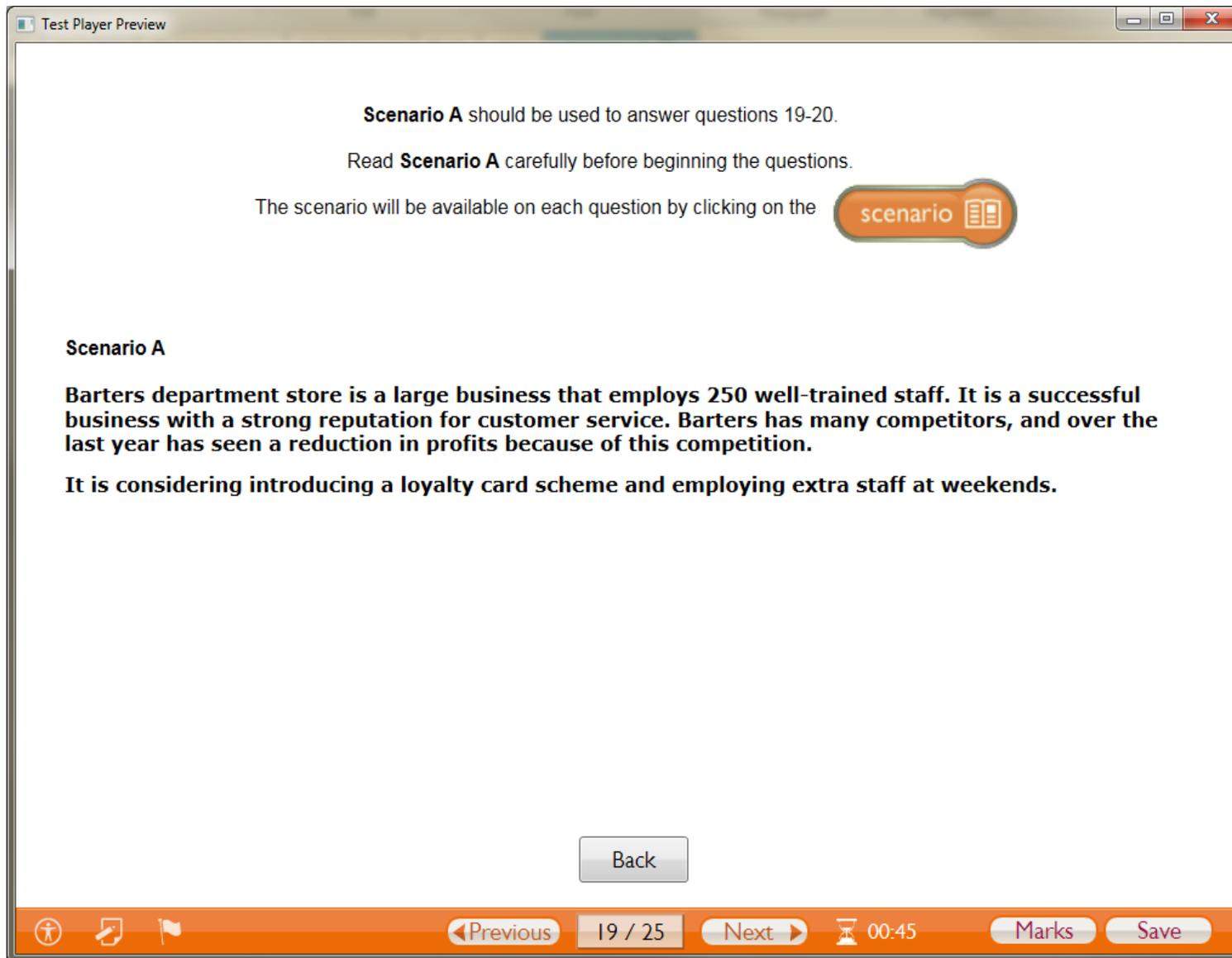
◁ Previous 17 / 25 Next ▷ ⏱ 00:45 Marks Save

Test Player Preview

Explain **two** adjustments a restaurant could make for customers with physical disabilities, to comply with equality legislation. (4)

Type your answers in the boxes.

ⓘ 📄 🚩 ⏪ Previous 18 / 25 Next ⏩ ⌚ 00:45 Marks Save



Test Player Preview

Scenario A should be used to answer questions 19-20.

Read **Scenario A** carefully before beginning the questions.

The scenario will be available on each question by clicking on the  scenario 

Scenario A

Barbers department store is a large business that employs 250 well-trained staff. It is a successful business with a strong reputation for customer service. Barbers has many competitors, and over the last year has seen a reduction in profits because of this competition.

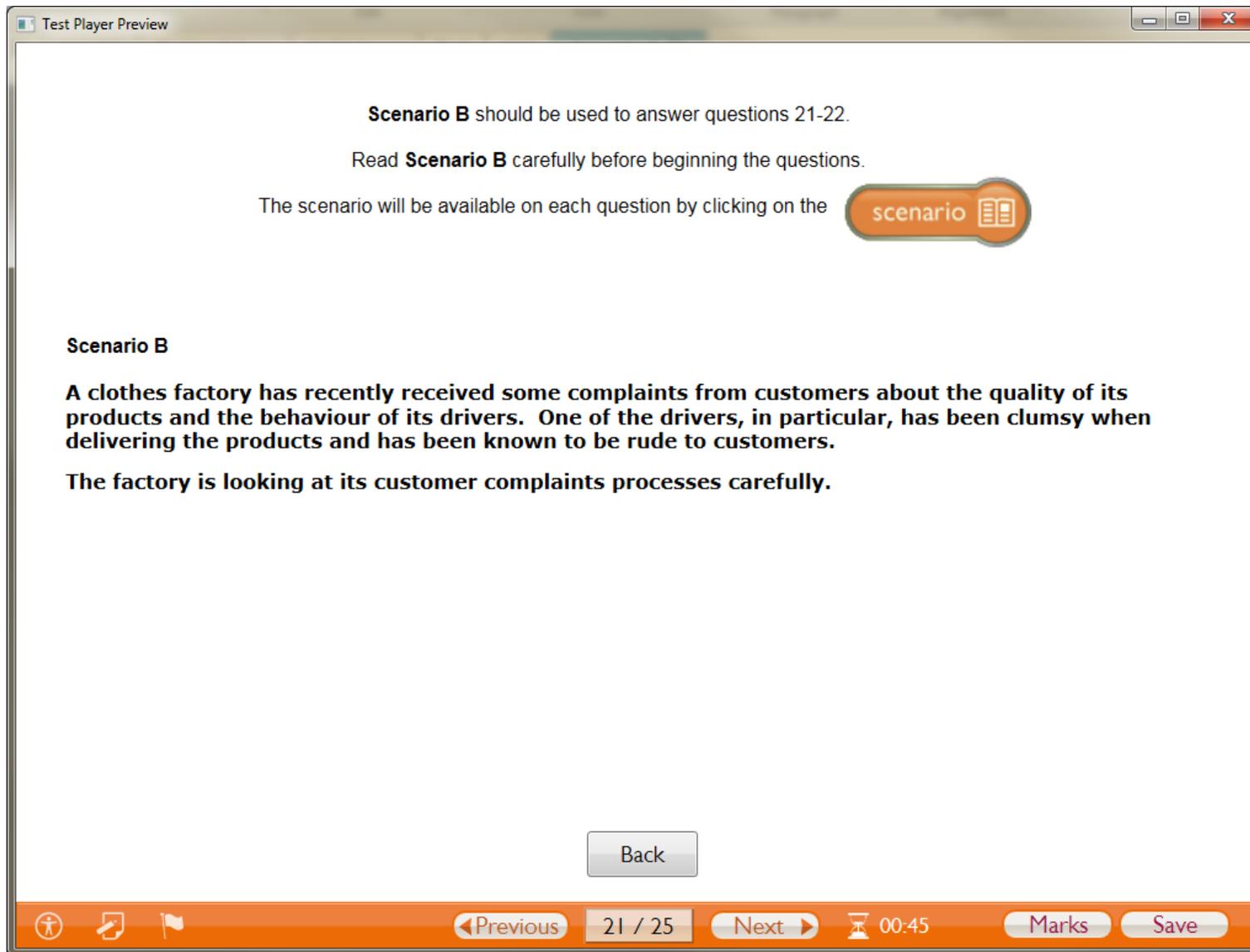
It is considering introducing a loyalty card scheme and employing extra staff at weekends.

Back

    19 / 25   00:45  

The screenshot shows a 'Test Player Preview' window. At the top, a green banner contains the text: 'The question relates to Scenario A. Click on the scenario button to see the scenario'. To the right of this banner is an orange button labeled 'scenario' with a list icon. Below the banner, a question is displayed in a rounded box: 'Explain **two** ways in which Barter's could keep up to date with knowledge of its competitors' activities. (4)'. Underneath the question, it says 'Type your answers in the boxes.' There are two empty rectangular text input boxes. At the bottom of the window, there is an orange navigation bar with several buttons: a home icon, a refresh icon, a flag icon, a 'Previous' button, a '19 / 25' indicator, a 'Next' button, a timer icon showing '00:45', a 'Marks' button, and a 'Save' button.

The screenshot shows a 'Test Player Preview' window. At the top, a green banner contains the text: 'The question relates to Scenario A. Click on the scenario button to see the scenario'. To the right of this banner is a button labeled 'scenario' with a document icon. Below the banner, a question is displayed in a rounded box: 'Explain how the implementation of a loyalty card could increase sales for Barters. (4)'. Underneath the question, it says 'Type your answer in the box.' followed by a large, empty rectangular text input area. At the bottom of the window, there is an orange navigation bar with several buttons: a home icon, a refresh icon, a flag icon, a 'Previous' button with a left arrow, a '20 / 25' indicator, a 'Next' button with a right arrow, a timer icon showing '00:45', a 'Marks' button, and a 'Save' button.



Test Player Preview

Scenario B should be used to answer questions 21-22.

Read **Scenario B** carefully before beginning the questions.

The scenario will be available on each question by clicking on the 

Scenario B

A clothes factory has recently received some complaints from customers about the quality of its products and the behaviour of its drivers. One of the drivers, in particular, has been clumsy when delivering the products and has been known to be rude to customers.

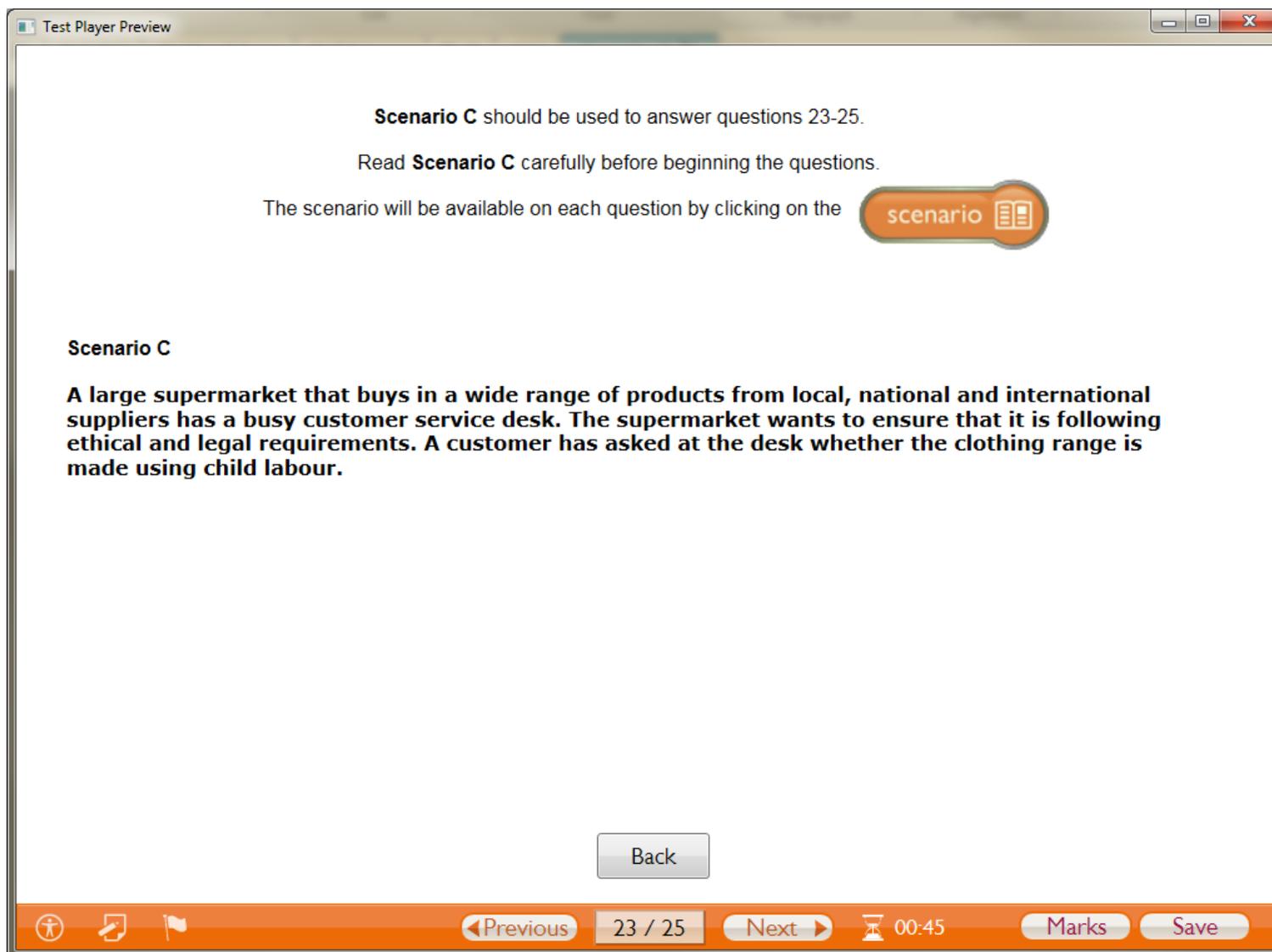
The factory is looking at its customer complaints processes carefully.

Back

ⓘ ↻ 🚩 ⏪ Previous 21 / 25 Next ⏩ ⌚ 00:45 Marks Save

The screenshot shows a 'Test Player Preview' window. At the top, a green banner contains the text: 'The question relates to Scenario B. Click on the scenario button to see the scenario'. To the right of this banner is a button labeled 'scenario' with a document icon. Below the banner, a question is displayed in a rounded box: 'Explain how the behaviour of this delivery driver can impact on the reputation of the factory. (4)'. Underneath the question, it says 'Type your answer in the box.' followed by a large, empty rectangular text input area. At the bottom of the window, there is an orange navigation bar with several icons and buttons: a home icon, a flag icon, a 'Previous' button, a '21 / 25' indicator, a 'Next' button, a timer icon showing '00:45', a 'Marks' button, and a 'Save' button.

The screenshot shows a 'Test Player Preview' window. At the top, a green banner contains the text: 'The question relates to Scenario B. Click on the scenario button to see the scenario'. To the right of this banner is a 'scenario' button with a list icon. Below the banner, a question is displayed in a rounded box: 'Discuss the consequences to the factory of not handling customer service complaints promptly and effectively. (6)'. Underneath the question, it says 'Type your answer in the box.' followed by a large, empty rectangular text input area. At the bottom of the window, there is an orange navigation bar with several buttons: a home icon, a refresh icon, a flag icon, a 'Previous' button, a '22 / 25' indicator, a 'Next' button, a timer icon showing '00:45', a 'Marks' button, and a 'Save' button.



Test Player Preview

Scenario C should be used to answer questions 23-25.

Read **Scenario C** carefully before beginning the questions.

The scenario will be available on each question by clicking on the 

Scenario C

A large supermarket that buys in a wide range of products from local, national and international suppliers has a busy customer service desk. The supermarket wants to ensure that it is following ethical and legal requirements. A customer has asked at the desk whether the clothing range is made using child labour.

Back

◁ Previous 23 / 25 Next ▷ ⏱ 00:45 Marks Save

The screenshot shows a 'Test Player Preview' window. At the top, a green banner contains the text: 'The question relates to Scenario C. Click on the scenario button to see the scenario'. To the right of this banner is a button labeled 'scenario' with a document icon. Below the banner, a question is displayed in a rounded box: 'Explain why a large supermarket requires a customer service desk. (2)'. Underneath the question, it says 'Type your answer in the box.' followed by a large, empty rectangular text input area. At the bottom of the window, there is an orange navigation bar with several icons and buttons: a home icon, a refresh icon, a flag icon, a 'Previous' button, a '23 / 25' indicator, a 'Next' button, a timer icon showing '00:45', a 'Marks' button, and a 'Save' button.

The screenshot shows a 'Test Player Preview' window. At the top, a green banner contains the text: 'The question relates to Scenario C. Click on the scenario button to see the scenario'. To the right of this banner is a button labeled 'scenario' with a list icon. Below the banner, a question is displayed in a rounded box: 'Explain why is it important for the customer service practitioner to seek guidance before answering this customer's query. (4)'. Underneath the question, it says 'Type your answer in the box.' followed by a large, empty rectangular text input area. At the bottom of the window, there is an orange navigation bar with several buttons: a home icon, a refresh icon, a flag icon, a 'Previous' button with a left arrow, a '24 / 25' indicator, a 'Next' button with a right arrow, a timer icon showing '00:45', a 'Marks' button, and a 'Save' button.

The screenshot shows a 'Test Player Preview' window. At the top, a green banner contains the text: 'The question relates to Scenario C. Click on the scenario button to see the scenario'. To the right of this banner is a button labeled 'scenario' with a document icon. Below the banner, a question is displayed in a rounded box: 'Assess the importance to the supermarket of ensuring it is trading ethically. (6)'. Underneath the question, it says 'Type your answer in the box.' followed by a large, empty rectangular text input area. At the bottom of the window, there is an orange navigation bar with several controls: a home icon, a refresh icon, a flag icon, a 'Previous' button with a left arrow, a '25 / 25' indicator, a 'Next' button with a right arrow, a timer icon showing '00:45', a 'Marks' button, and a 'Save' button.

Unit 1: The Customer Service Environment – sample mark scheme

General marking guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Learners must be rewarded for what they have shown they can do, rather than be penalised for omissions.
- Examiners should mark according to the mark scheme, not according to their perception of where the grade boundaries may lie.
- All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should be prepared to award zero marks if the learner's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a learner's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the learner has replaced it with an alternative response.

Specific marking guidance for levels-based mark schemes

Levels-based mark schemes (LBMS) have been designed to assess learners' work holistically. They consist of two parts: indicative content and levels-based descriptors. Indicative content reflects specific content-related points that a learner might make. Levels-based descriptors articulate the skills that learners are likely to demonstrate in relation to the Assessment Outcomes being targeted by the question. Different rows within the levels represent the progression of these skills.

When using a levels-based mark scheme, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.
- Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet points.

Section A

Question number	Acceptable answer	Mark
1	C - A client obtaining services	(1)
Question number	Acceptable answer	Mark
2	C - Positive social media posts	(1)
Question number	Acceptable answer	Mark
3	B - Only record the information that is needed	(1)
Question number	Acceptable answer	Mark
4	D - Offering on-line purchasing E - Extended opening hours	(2)
Question number	Acceptable answer	Mark
5	B - To improve its reputation	(1)
Question number	Acceptable answer	Mark
6	A - The problem can be identified E - Improvements can be made	(2)
Question number	Acceptable answer	Mark
7	B - Increased product range E - Longer opening hours	(2)
Question number	Acceptable answer	Mark
8	B - Hotel receptionist D- Call centre operative	(2)
Question number	Acceptable answer	Mark
9	B - Wearing protective clothing	(1)
Question number	Acceptable answer	Mark
10	A - Charitable trust	(1)
Question number	Acceptable answer	Mark
11	D - A sole trader	(1)
Question number	Acceptable answer	Mark
12	C - To always treat customers fairly E - To provide professional high level customer service at all times	(2)
Question number	Acceptable answer	Mark
13	B - Social well-being	(1)
Question number	Acceptable answer	Mark

14	C - Staff problems E - Increased SLA time	(2)
Question number	Acceptable answer	Mark
15	1 mark for stating a provision of the act, and 1 mark for saying how this protects customers. The law protects customers when they buy goods or services in that they must be of satisfactory quality (1) because customers can return them within 30 days of supply (1). OR All goods sold must be suitable for the purpose intended (1) such as a 'non-stick' pan must be 'non-stick' (1). Accept any other appropriate response.	(2)
Question number	Acceptable answer	Mark
16	1 mark for stating a reason and 1 mark for describing a linked outcome. It is important because it keeps customers happy (1) meaning their custom will more likely be retained (1). OR By managing customer expectations, customer loyalty grows (1) resulting in higher sales through increased business (1). Accept any other appropriate response.	(2)
Question number	Acceptable answer	Mark
17	One mark for stating a feature, and one mark for saying why it is effective. After sales is a feature (1) because it confirms customer satisfaction / allows problems to be identified (1). OR Offering incentives or discounts to existing customers (1) is a feature of an effective follow up service as it builds customer loyalty (1). Accept any other appropriate response.	(2)

Question number	Acceptable answer	Mark
18	<p>1 mark for each adjustment and 1 mark for each linked justification.</p> <p>Provide a ramp / stairway lift / wider doors / automatic doors (1) to allow wheelchair user access (1).</p> <p>OR</p> <p>Provide more lighting / clear signage (1) for customers who are visually impaired (1).</p> <p>OR</p> <p>Provide designated parking spaces close to the entrance (1) to allow access to customers who have mobility impairments (1).</p> <p>Accept any appropriate response.</p>	(4)

Section B

Question number	Acceptable answer	Mark
19	<p>1 mark for each method of keeping up to date, and 1 mark for saying how each method keeps Barthers up to date up to a maximum of 4 marks.</p> <p>Visit their website / order their brochure / catalogue (1) to see current prices and promotions (1).</p> <p>OR</p> <p>Look at current advertising campaigns / promotions (1) to see their effectiveness (1).</p> <p>OR</p> <p>Make a 'mystery shopper' visit (1) to keep up to date on what your competition is selling (1).</p> <p>OR</p> <p>Ask their customers about the competitors (1) to see their satisfaction levels (1),</p> <p>Accept any other appropriate response.</p>	(4)

Question Number	Acceptable answer	Mark
20	<p>1 mark for knowledge of a loyalty card scheme, 1 mark for saying how it works, and up to 1 further marks for each implication for Barthers.</p> <p>A loyalty card is a reward scheme (1) that encourages purchases through reward (1). It differentiates the brand / organisation (1) so secures customer loyalty /attracts more business through repeat purchases (1).</p> <p>OR</p> <p>A loyalty card scheme rewards customers for their purchases (1) by giving incentives (1) such as discounts on additional purchases. This encourages customer loyalty to the brand (1) and increases future sales (1).</p> <p>Accept any other appropriate response.</p>	(4)
Question Number	Acceptable answer	Mark
21	<p>1 mark for identifying that the driver is a direct customer service practitioner, 1 mark for identifying a consequence of poor service, and up to 2 further marks for each implication on the reputation of the business.</p> <p>OR</p> <p>The customer's view of customer service will be influenced by the actions of the driver (1) and if the customer doesn't like some aspect of their attitude and behaviour, they may share their experience via social media (1) Their dislike can easily 'go viral' (1) and people may stop using this business / decide to purchase goods elsewhere (1).</p> <p>Accept any other appropriate response.</p>	(4)

Question Number	Indicative content	Mark
22	<p>Answers will be credited according to the learner’s demonstration of knowledge and understanding of the material using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some/all of the indicative content but should be rewarded for other relevant answers.</p> <ul style="list-style-type: none"> ● Need to maintain customer loyalty ● Reduces complaints ● Need to maintain a positive image / good reputation to secure future business ● Need to prevent customers from shopping elsewhere/ giving the business a poor reputation ● A well-handled complaint is an opportunity to strengthen customer relationships 	(6)
Mark scheme (award up to 6 marks). Refer to guidance on the cover of this document for how to apply levels based mark schemes		
Level	Mark	Descriptor
Level 0	0	No rewardable material
Level 1	1-2	<ul style="list-style-type: none"> ● Some key aspects identified, points made or factors considered or one described in some detail. The answer may be in the form of a list. ● Points made or factors considered will be superficial/generic and not applied/directly linked to the information, data or situation given in the question. ● There will be limited reference to the relative importance of the aspects considered.
Level 2	3-4	<ul style="list-style-type: none"> ● Some key aspects identified, or a few key points/factors described . There will be some (limited) consideration of links or differences (compare and contrast) ● Aspects/factors/points made will mainly be relevant to the issues but the link will not always be clear. Some consideration or reference will be given to the given information, data or situation but this will not necessarily support the answer well ● An attempt will be made to consider the relative importance of aspects raised but this will not be well-developed.
Level 3	5-6	<ul style="list-style-type: none"> ● A range of aspects described, or a few key ones explained in depth. All sides of the case are considered and the answer is well balanced, giving consideration to links or differences (compare and contrast) ● The majority of points made will be relevant and there will be a clear link to the topic of the question and use of the given data or information. ● Learners will recognise the relative importance of issues raised in the question.

Question Number	Acceptable answer	Mark
23	<p>1 mark for knowledge of function of customer service desk, and 1 mark for why this is important.</p> <p>Customer service provides service to customers before, during and after a purchase (1) and can make sure that any customers who have questions / concerns are satisfied (1).</p> <p>OR</p> <p>A customer service desk provides a visible point of recognition for customers in the store or shop (1) and this means they know where to go with any questions or problems with purchases (1).</p> <p>Accept any other appropriate response.</p>	(2)
Question Number	Acceptable answer	Mark
24	<p>Knowledge of lines of responsibility and levels of authority , one mark for application of lines of responsibility and levels of authority, and explanation of the need for communication/understanding and application to following correct procedures/known extent of own authority/analysis of when to refer query/problem.</p> <p>The customer service practitioner may not know the answer (1) and so s/he will seek guidance from line manager / supervisor (1) because s/he lacks authority to answer (1) and risk giving incorrect information /would be breach in breach of legislation (1).</p> <p>OR</p> <p>In any situation of doubt like this, the practitioner should seek guidance (1) from his/her line manager or supervisor(1) as they should have the knowledge to answer the customer’s query (1) and this will maintain the business’ reputation for good customer service (1).</p> <p>Accept any other appropriate response.</p>	(4)
Question Number	Indicative content	Mark
25	<p>Answers will be credited according to the learner’s demonstration of knowledge and understanding of the material using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive.</p> <p>Answers may cover some/all of the indicative content but should be rewarded for other relevant answers</p> <ul style="list-style-type: none"> ● Need of business to consider fairness ● Price ● Service levels ● Codes of practice ● Links to charities ● Fair trade ● Local produce ● Otherwise customers choose another business 	(6)

Mark scheme (award up to 6 marks). Refer to guidance on the cover of this document for how to apply levels based mark schemes		
Level	Mark	Descriptor
Level 0	0	No rewardable material
Level 1	1-2	<ul style="list-style-type: none"> • Some key aspects identified, points made or factors considered or one described in some detail. The answer may be in the form of a list. • Points made or factors considered will be superficial/generic and not applied/directly linked to the information, data or situation given in the question. • There will be little reference to the relative importance of the aspects/points/factors considered and the conclusion will be asserted, rather than supported.
Level 2	3-4	<ul style="list-style-type: none"> • Some key aspects identified, or a few key points/factors described but with more emphasis on one of these. The response will be unbalanced. • Aspects/factors/points made will mainly be relevant to the issues but the link will not always be clear. Some consideration or reference will be given to the given information, data or situation but this will not necessarily support the answer well • An attempt will be made to consider the relative importance of aspects/factors/points and/or come to a conclusion but neither will be well developed.
Level 3	5-6	<ul style="list-style-type: none"> • A range of aspects described, or a few key ones explained in depth. All sides of the case are considered and the answer is well balanced, giving weight to all factors • The majority of points made will be relevant and there will be a clear link to the topic of the question and use of the given data or information. • There will be some consideration of the relative importance of factors and a conclusion is given with some justification.