



Mark Scheme

Sample Assessment Material
Issue 2

Pearson LCCI Customer Service
Level 2 (ASE2014)

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. 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 also be prepared to award zero marks if the candidate'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 candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Section A

Question Number	Answer	Mark
1	C	(1)

Question Number	Answer	Mark
2	B	(1)

Question Number	Answer	Mark
3	C	(1)

Question Number	Answer	Mark
4	B	(1)

Question Number	Answer	Mark
5	C	(1)

Question Number	Answer	Mark
6	A	(1)

Question Number	Answer	Mark
7	C	(1)

Question Number	Answer	Mark
8	B	(1)

Question Number	Answer	Mark
9	D	(1)

Question Number	Answer	Mark
10	C	(1)

Question Number	Answer	Mark
11	B	(1)

Question Number	Answer	Mark
12	D	(1)

Question Number	Answer	Mark
13	A	(1)

Question Number	Answer	Mark
14	B	(1)

Question Number	Answer	Mark
15	B	(1)

Question Number	Answer	Mark
16	C	(1)

Question Number	Answer	Mark
17	A	(1)

Question Number	Answer	Mark
18	D	(1)

Question Number	Answer	Mark
19	A	(1)

Question Number	Answer	Mark
20	D	(1)

Total for Section A – 20 marks

Section B

Question Number	Answer	Mark
21(a)(i)	<p>Award up to 2 marks for a definition. Award 1 mark for reference to customer feelings and 1 mark for reference to meeting their needs.</p> <p>Customer satisfaction is the feeling of the customers (1) about whether the level of service meets or exceeds their expectations. (1)</p>	(2)

Question Number	Answer	Mark
21(a)(ii)	<p>Award up to 2 marks for a definition. 1 mark for reference to customer expectations and 1 mark for link to how they believe they should be treated or the experience they expect.</p> <p>Customer expectations are the customers' perceptions (1) of what should happen or how they should be treated when receiving customer services (1).</p>	(2)

Question Number	Answer	Mark
21(a)(iii)	<p>Award up to 2 marks for an explanation. Award 1 mark for identifying what expectations are about and 1 mark for how meeting expectations leads to satisfaction.</p> <p>Customer expectations show you what customers expect or need (1) and if these needs are met or exceeded then they will be satisfied (1).</p>	(2)

Question Number	Answer	Mark
21(b)	<p>Award 2 marks for explanation. 1 mark for link to important moment in time and 1 mark for link to where people form an opinion.</p> <p>Moment of truth is a critically important point (1) when the customer comes into contact with an organisation and forms an opinion about its level or quality of service (1).</p> <p>Award 2 marks for example linked to Classico. 1 mark for identifying a relevant moment of truth and 1 mark for development in context.</p> <p>A customer browsing in the shoe department at Classico asks the customer service assistant if a particular brand of shoes is available in certain children's sizes. If the assistant has good product knowledge and is able to deal efficiently with the customer's query (1) then the customer will likely form a good impression of the store (1).</p>	(4)

Question Number	Answer	Mark
21(c) (i)	<p>Award up to 2 marks for a definition. 1 mark for appreciating that value added service goes above the basic product and 1 mark for linking to exceeding expectations or increasing willingness to pay.</p> <p>'Value added service' means giving service over and above the basic product or service (1).</p> <p>This means that customer needs are likely to be exceeded/customers are willing to pay more as their needs are met (1).</p>	(2)

Question Number	Answer	Mark
21(c) (ii)	<p>Award 1 mark for an example, and up to 2 marks for an explanation; 1 mark for identifying how it helps build Classico's reputation and 1 mark for further development.</p> <p>If Classico offered a free foot measurement service for children (1) then it would develop a reputation for good children's shoes sales and service (1) and so more shoppers with children might choose to buy from it instead of other stores (1).</p>	(3)

Question Number	Answer	Mark
21(d)	<p>Award 1 mark for each identification, up to 5 marks.</p> <p>The customer service role would include:</p> <ul style="list-style-type: none"> • Communicating effectively, verbally and non-verbally with both internal and external customers at all levels (1) • Responding to customer enquiries politely and within appropriate time constraints (1) • Handling and solving all customer problems and complaints effectively (1) • Complying with organisational procedures and requirements (1) • Keeping up to date on all product knowledge (1) • Completing administration tasks accurately and keeping all customer records (1) • Attending appropriate development meetings and briefings (1) 	(5)

Question Number	Answer	Mark
21(e)	<p>Award 1 mark for each identification of personal qualities, up to 5 marks.</p> <ul style="list-style-type: none"> • Excellent communication skills – verbal and non-verbal (1) • Confidence (1) • Enthusiasm (1) • Work well as a team member (1) • Work well on own initiative - problem solving and decision making (1) • Ability to self-reflect and accept appropriate developmental feedback (1) • Loyal (1) • Punctual (1) • Educated to appropriate standard for job role (1) • Maintain a high level of personal appearance (1) • Professional manner (1) 	(5)

Question Number	Answer	Mark
22(a)	<p>Award 1 mark for each type given, up to 4 marks.</p> <p>The type of information collected could include e.g.</p> <ul style="list-style-type: none"> • Who they are: age, income status, address (1) • What they buy (1) • How much they buy (1) • When they buy (1) • Where they buy (1) 	(4)

Question Number	Answer	Mark
22(b)(i)	<p>Award 1 mark for identifying a relevant way a supermarket may use the information and up to 2 marks for development of how this improves customer service.</p> <ul style="list-style-type: none"> The supermarket can conduct surveys (1) using the contact details of customers in the database (1) enabling it to find out what customers need and giving this to them (1). 	(3)

Question Number	Answer	Mark
22(b)(ii)	<p>Award 1 mark for identifying a relevant way a supermarket may use the information and up to 2 marks for development of how this increases sales.</p> <ul style="list-style-type: none"> The supermarket can use the information about who buys what to target particular customers (1) with offers of specific goods which they normally buy (1), which will increase its sales (1). With loyalty cards, customers get points when they buy (1) – this will encourage customers to buy more from that supermarket (1) in order to accumulate points – which will increase sales (1). The supermarket can increase its sales by looking at what customers in different regions buy (1) and stocking the products according to what customers in that region want. (1) This means it should sell more and waste less as it only buys stock where needed (1). 	(3)

Question Number	Answer	Mark
22(b)(iii)	<p>Award 1 mark for identifying a relevant way a supermarket may use the information and up to 2 marks for development of how this increases customer loyalty.</p> <ul style="list-style-type: none"> • Using the information collected the supermarket can improve its customer service (1) and achieve customer satisfaction, (1) which will encourage customer loyalty (1). • Customers will gain points from buying (1). So customers may keep shopping at the same store in order to collect points (1) meaning the repeat purchases lead to customer loyalty (1). 	(3)

Question Number	Answer	Mark
22(c)	<p>Award 1 mark for identification of the reason and 1 mark for expansion of the reason, up to 2 reasons.</p> <p>Up-to-date information is necessary for customer contact for any of the following reasons. e.g.:</p> <ul style="list-style-type: none"> • Responding to customer complaints (1) so you know whom to address and how to contact them (1). • Customer feedback (1) so the business can contact customers to gain their feedback on their experience (1). • Future marketing purposes/data collection (1) to be able to send relevant details about special offers customers are likely to be interested in given previous purchases (1). 	(4)

Question Number	Answer	Mark
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22(d)	<p>Award 1 mark for each identification, up to 4 marks.</p> <ul style="list-style-type: none"> • Advertisements in the local newspapers or in store (1). • Customer service agents/cashiers in the supermarket telling customers about the new service (1). • Advertisements on the supermarket’s website (1). • Leaflets distributed in the local area (1). • Use social media to promote the new loyalty scheme (1). 	(4)
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Question Number	Answer	Mark
22(e)(i)	<p>Award 1 mark for each reason given, up to 2 marks:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Confidentiality – to ensure people’s personal data is kept private and secure (1). • To monitor how personal data is used; ensure it is only used for the expressed purpose (1). • To encourage the accuracy of data held (1). 	(2)

Question Number	Answer	Mark
22(e)(ii)	<p>Award 1 mark for each way stated, up to 2 marks:</p> <p>e.g.</p> <ul style="list-style-type: none"> • a database (1) • on a spreadsheet (1) • written records (1) 	(2)

Total for Section B – 50 marks

Section C

Question Number	Answer	Mark
23(a)	<p>Award 1 mark for each identification, up to 2 marks for verbal and 2 marks for non-verbal:</p> <p>Verbal communication:</p> <ul style="list-style-type: none"> • Colleague asking about joining Parents Club and explaining membership benefits (1) • Customer replying no (1) • Colleague continuing to ask woman about mailing list (1) • Woman explaining she was not interested (1) <p>Non-verbal communication:</p> <ul style="list-style-type: none"> • Customers sighing and looking at watches (1) • Woman with toddler, struggling with bags (1) • Woman looking around for colleague (1) • Woman walked out of store (1) 	(4)

Question Number	Answer	Mark
23(b)(i)	<p>Award 1 mark for identification and up to 2 marks for development.</p> <p>A frustrated message (1) is being communicated by the woman's body language – she is struggling to calm her child, struggling to hold onto her bags and is not happy at being kept waiting to be served (1). She is eager to be served to leave the store (1).</p>	(3)

Question Number	Answer	Mark
23(b)(ii)	<p>Award 1 mark for identification and up to 2 marks for development.</p> <p>An indifferent message (1) is being communicated by your colleague as he shrugged his shoulders at her (1). He is keen to get some form of added value for the business rather than meeting the current needs of the customer (1).</p>	(3)

Question Number	Answer	Mark
23(c)	<p>Award 1 mark for identification and 1 mark for development, up to 3 barriers.</p> <ul style="list-style-type: none"> • Sender barrier (1) where the sender lacks the interpersonal skills to read that she is flustered (1). • Audience and message barrier (1) where the current audience is being offered something that does not meet her current needs (1). • Feedback barrier (1) – failure to read the message being communicated by the customer (1). 	(6)

Question Number	Answer	Mark
23(d)(i)	<p>Award 1 mark for each identification, up to 2 marks.</p> <ul style="list-style-type: none"> • The woman may be stressed as she was struggling to manage her shopping (1). • She was struggling to keep her toddler quiet (1). • She may also have been a bit anxious about her toddler's behaviour in the store (1). • She was forced to wait for a long time, which would have added to her anxiety (1). 	(2)

Question Number	Answer	Mark
23(d)(ii)	<p>Award 1 mark for a relevant way the colleague could manage the woman's stress and up to 3 marks for development.</p> <p>The colleague could have asked another colleague to assist with packing (1) which would speed up the checkout process (1). This would allow the woman to focus on managing her child (1) which should help reduce her stress caused by the child's behaviour. (1)</p>	(4)

Question Number	Answer	Mark
23(e)	<p>Award 1 mark for each identification, up to 3 marks:</p> <p>e.g.</p> <ul style="list-style-type: none"> • Kept till open and help out rather than going to lunch (1). • Intervene by helping the woman with her toddler – distracting toddler or helping with bags (1). • Calling another member of staff from the backroom to assist (1). 	(3)

Question Number	Answer	Mark
23(f)	<p>Award up to 2 marks for identifying consequences and up to 3 marks for development.</p> <p>The customer is likely to tell others about their negative experience (1) leading to a negative impact on the toy store's reputation (1). This means it may well lose the woman as a customer and her friends (1). With fewer customers, sales revenue is likely to fall over time (1) and the business will need to advertise more and do special offers to attract customers back (1).</p>	(5)

Total for Section C – 30 marks

Total for Paper – 100 marks