

Pearson LCCI

Certificate in Customer Service

Level 2

Sample Assessment Material
Time: 2 hours

Paper Reference

ASE2014

Complete the details below in block capitals.

Candidate name

Centre Code

Candidate Number

Candidate ID Number

Number of additional sheets
handed in

You do not need any other materials.

Instructions

- Do **not** open this examination paper until you are told to do so by the supervisor.
- Use **black/blue** ink or ball-point pen
– pencil can only be used for graphs, charts, diagrams, etc.
- Fill in the boxes at the top of this page with your name, candidate number, centre code and your candidate ID number.
- Write your answers in the spaces provided on the question paper.
- If you need more space, use the additional sheets provided. Write your name, candidate number and question number on each sheet and attach them to the inside of your question paper. State, on the front of your question paper, the number of additional sheets attached.
- Answer **all** questions.

Information

- The total mark for this paper is 100.
- There are 23 questions in this question paper
- The marks for **each** question are shown in brackets
– use this as a guide as to how much time to spend on each question.
- You may use an English or bilingual dictionary.

Advice

- Read each question carefully before you start to answer it.
- Check your answers carefully if you have time at the end.

EXAMINER'S
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TOTAL

Turn over ►

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Answer ALL questions.

SECTION A

Some questions must be answered with a cross . If you change your mind about an answer, put a line through the box and then mark your new answer with a cross .

- 1 Customer service is best described as (1)
- A knowing the customer is always right
 - B refunding or compensating customers
 - C meeting and exceeding customer expectations
 - D doing the best to ensure customer questions are answered
- 2 A person in another department asks for some help.
What type of customer are they? (1)
- A Formal
 - B Internal
 - C Informal
 - D External
- 3 A customer is trying on several pairs of shoes in a shoe shop.
Which **one** of the following describes the assistant's customer service role? (1)
- A Do whatever the customer asks
 - B Leave the customer alone to make the choice
 - C Advise, guide and help the customer in making a selection
 - D Influence the customer to make the most expensive purchase
- 4 Customer expectations of the service provided will depend on (1)
- A how much staff are paid
 - B past experience and others' views
 - C the size of the business premises
 - D everything being reasonably priced



5 A queue is forming and customers are becoming anxious.

Which **one** of the following actions should be taken?

(1)

- A** Ask waiting customers to return when it is less busy
- B** Talk to customers individually and prioritise
- C** Acknowledge customers waiting and apologise
- D** Ask customers to leave the right money for the goods

6 **One** reason for health and safety measures is to ensure

(1)

- A** customers and employees are protected from injury
- B** customer service staff are more likely to be injured
- C** managers do not have to deal with complaints about staff
- D** customer details are protected

7 A gift shop offers an additional service of wrapping gifts for customers for a small fee.

One benefit of providing additional products and services is that it

(1)

- A** adds to the costs of the business
- B** keeps staff occupied so they do not get so bored
- C** means customers spend more, which improves revenue
- D** frustrates customers who are constantly asked to spend more

8 The benefit of applying recognised procedures for handling and solving a customer's problem is that customer service professionals

(1)

- A** have to deal with an inflexible set of rules
- B** deliver a consistent level of customer service
- C** deliver an inconsistent level of customer service
- D** have the freedom to give customers exactly what they ask for



9 A product has been updated by the manufacturer and new features have been added.

It is important to keep staff members' product knowledge up to date to make sure staff

(1)

- A have to refer to a line manager when selling
- B speak clearly and use simple words when talking to customers
- C have to check the manufacturer's website to check the new features whilst selling
- D can explain the features and benefits of the product in detail

10 A customer is asking for assistance but you do not know the answer to their question.

You should

(1)

- A use your initiative and give the best answer you can think of
- B tell the customer you are not able to offer any assistance
- C seek assistance from a colleague before answering
- D tell the customer to refer to the business's website when they return home

11 The collection of expressions and gestures we make using our hands and body is known as

(1)

- A sign language
- B body language
- C verbal communication
- D businesses vision

12 Which **one** of the following shows technology enhancing the service delivery process?

(1)

- A Offering prompt feedback on customer problems
- B Good personal presentation
- C Collecting customer feedback through paper-based surveys
- D Self-service tills enabling more customers to be served per hour



13 When communicating with a customer who has called the business to complain, **one** recognised principle is to (1)

- A** write down all the details of the complaint and customer contact details
- B** forward emails to all staff who the complaint is about
- C** keep the customer on hold for as long as is needed to deal with the problem
- D** make eye contact with the person and smile

14 A customer problem has not been dealt with effectively.
What effect will this poor customer service have on the organisation? (1)

- A** The service offered by the organisation will improve
- B** The reputation of the organisation will be damaged
- C** Staff morale will be improved
- D** The organisation will have more loyal customers

15 A customer informs you that they have purchased a product from your organisation that is faulty.
How should you resolve the complaint? (1)

- A** Ask the customer to wait until you are free and then reluctantly offer a solution
- B** Apologise, identify the exact cause of the problem and offer a prompt solution, seeking advice when necessary
- C** Accuse the customer of damaging the product and only offer an exchange if they ask to see your line manager
- D** Apologise and explain that you have had a large number of returns for this product where customers say it is faulty

16 A customer comes in asking for a refund but the customer service adviser is not allowed to give refunds this large.
What should the customer service adviser do? (1)

- A** Ask the customer to come back as you are not a supervisor who can process the refund
- B** Offer to exchange the product immediately
- C** Contact a colleague or supervisor who can offer a refund of this size
- D** Tell the customer that you can do no more to help them



17 What is the best way to deal with a customer with a problem that cannot be resolved quickly?

(1)

- A The customer should be kept informed of what is being done and given an idea of the timeline
- B Ensure the customer is removed from the shop floor so they cannot upset other customers
- C Tell the customer that it will be better for them to return another time when the store is less busy
- D Arrange an appointment with a supervisor for another day

18 Which **one** of the following is an example of a hotel going the extra mile?

(1)

- A The hotel being in a convenient location for public transport
- B Providing an evening meal for a small charge
- C Cleaning rooms thoroughly before customers arrive for check in
- D Offering customers a complimentary newspaper with their breakfast

19 An argument has started between a customer and one of your colleagues.

You can help to defuse the situation by

(1)

- A intervening promptly and offering calm assistance
- B stepping in and finding out who is wrong
- C insisting the customer leaves the premises immediately
- D supporting your colleague by joining in the argument

20 Customers are concerned about their treatment in your store.

Which **one** of the following behaviours will make the situation worse?

(1)

- A Confidence, action and listening carefully
- B A calm attitude
- C A professional manner and respectful attitude
- D Indifference, inaction and not listening

(TOTAL FOR SECTION A = 20 MARKS)



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SECTION B

Write your answers in the spaces provided.

21 A large department store called Classico is opening an outlet store in your town. Its mission statement is 'Customer satisfaction is our business'. It is currently recruiting customer service professionals to work in the new store.

(a) (i) Define the term **customer satisfaction**.

(2)

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(ii) Define the term **customer expectations**.

(2)

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(iii) Explain how customer expectations relate to customer satisfaction.

(2)

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(b) Explain, giving an example related to Classico department store, what is meant by the term **moment of truth**.

(4)

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(c) (i) Define the term **value added service**.

(2)

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(ii) Explain, using an example, how value added service can help to build Classico's reputation and give it a competitive edge over other department stores.

(3)

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(d) You have decided to apply for a job with Classico as a customer service professional.

Identify **five** tasks that you would be expected to carry out within your role.

(5)

1

2

3

4

5

(e) List **five** personal qualities that Classico would expect a customer service professional to have.

(5)

1

2

3

4

5

(Total for Question 21 = 25 marks)



22 A supermarket has decided to use a customer loyalty reward card to increase its customer base and to help collect information about its customers.

(a) Give **four** types of information the supermarket may collect about its customers.

(4)

1

2

3

4

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(b) Show how the supermarket may use the information obtained from the customer loyalty reward card to:

(i) improve its customer service

(3)

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(ii) increase its sales

(3)

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(iii) increase customer loyalty.

(3)

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(c) Describe **two** reasons why it is important for the supermarket to keep up-to-date records of its customers.

(4)

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(d) Identify **four** ways the supermarket could communicate with customers about the new customer loyalty reward card.

(4)

1

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2

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(e) (i) Give **two** reasons why it is important to have legislation governing the use of personal data.

(2)

1

2

(ii) State **two** ways a business could store the information it needs to keep about its customers.

(2)

1

2

(Total for Question 22 = 25 marks)

TOTAL FOR SECTION B = 50 MARKS



SECTION C

Read the following case study and answer the questions in the spaces provided.

You work as a customer service professional in a toy store. One afternoon you were working at the checkout with another colleague, while the other two customer service professionals were unpacking books in the backroom.

As you were closing your till to go to lunch, a queue was forming at your colleague's checkout. Your colleague was away from the checkout doing a price check. A few of the customers started to sigh and look at their watches. A woman with a crying toddler at the front of the queue was looking around for your colleague. The woman tried to calm the toddler while struggling to hold onto her shopping bags.

When your colleague returned he scanned her items and politely asked her if she was interested in joining the Parents Club. Still struggling to calm the child she answered no. Your colleague then started to explain the benefits of being a member. The woman explained firmly that she was not interested. Your colleague shrugged his shoulders and asked her if she would prefer to be on the store's mailing list. The woman then got very upset and walked out of the store.

23 (a) Communication may be verbal or non-verbal.

Identify **two** instances of verbal and **two** instances of non-verbal communication in the case study.

(4)

Verbal communication

1

2

Non-verbal communication

1

2



(b) Explain the message that is being communicated by:

(i) the woman's body language

(3)

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(ii) your colleague's body language.

(3)

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(c) Explain **three** barriers to communication that may have affected the communication process in the case study.

(6)

1

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(d) The woman seems to be experiencing stress.

(i) Identify **two** causes of the woman's stress.

(2)

1

2

(ii) Explain **one** way your colleague could have managed the woman's stress.

(4)

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(e) Identify **three** ways you could have helped to improve the customer service for the other customers in the queue.

(3)

1

2

3



