

Pearson LCCI

Certificate in Customer Service

Level 3

Sample Assessment Material
Time: 3 hours

Paper Reference
ASE3014

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** of Section A and **any three** other questions in Section B.

Information

- The total mark for this paper is 100.
- There are 6 questions in this question paper
– each question carries equal marks.
- 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 must attempt the compulsory question or you will not be eligible for a Pass.
- No marks will be awarded for extra questions answered.
- 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
USE ONLY

TOTAL

Turn over ►

S48877A

©2015 Pearson Education Ltd.

1/



PEARSON

Write your answers in the spaces provided.

SECTION A

Answer ALL parts of this question.

1 Read the scenario and answer the questions that follow.

Jane Smith has been having trouble with her car. Her friend recommended a particular garage that had a good reputation and Jane telephoned them to make an appointment to have her car repaired the next day. She was told that the car would be ready to collect by 4.30 pm the same day.

Jane arrived at the garage and went into the reception, but there was nobody there. In the workshop she found a mechanic, covered in oil and wearing dirty overalls, who took her car keys, got into her car and drove it into the garage. Jane went back to the reception, which was dirty – the floor unswept, newspapers lying around, a full ashtray and oil stains on the chairs. She explained to the man there about her appointment. The man was unable to find any record of Jane's appointment in the appointment book, so he asked her to sit down whilst he got the manager.

The manager came and apologised for the mix up explaining that he had written down her details on a piece of paper but forgot to put them in the appointment book. He told her not to worry as her car would be attended to.

Jane telephoned the garage during her lunch hour but there was no answer. At 5 pm Jane went to the garage to collect her car. She was surprised to see her car outside with the bonnet up and a mechanic bent over the engine. The mechanic said they had found a major fault with the car that they could not fix without her permission as it would be very expensive. He also said they had not been able to find a supplier for the part needed for one of the repairs and that he needed a special type of tool, which was late coming from the other branch.

Jane demanded to see the manager. She was told the manager had gone home early and that there was nobody else who could help her, she would have to come back in the morning.

Jane was left very angry, wondering how she was going to get to her home 20 miles away.



(a) (i) Identify **three** moments of truth for Jane during her visit to the garage to drop off the car.

(3)

1

.....

2

.....

3

.....

(ii) Explain **one** way the garage could improve Jane's visit.

(2)

.....

.....

.....

.....

(b) (i) Comment on the garage's appointment system.

(3)

.....

.....

.....

.....

.....

.....

(ii) Describe **one** way the appointment system could be improved.

(2)

.....

.....

.....

.....



(c) Comment on areas where teamwork and service partnerships have broken down at the garage.

(5)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(d) (i) Identify **two** instances where there was ineffective communication.

(2)

1

.....

2

.....

(ii) Describe **one** way the garage could ensure effective communication.

(3)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



(e) Explain how the garage could have resolved Jane's problem in order to calm her down.

(5)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 1 = 25 marks)

TOTAL FOR SECTION A = 25 MARKS



SECTION B

Answer ANY THREE from Questions 2 to 6.

If you answer Question 2 put a cross in the box .

2 A friend of yours has recently opened a hairdressing and beauty salon. The salon is very busy on some days and your friend has to refuse bookings. Other days the salon is almost empty for most of the time and staff are sitting round doing nothing. Your friend has asked for your advice.

(a) Describe **five** demand side strategies that your friend could introduce to increase bookings on quiet days.

(15)

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

3

.....

.....

.....

.....

.....



4

5

(b) Identify **five** supply side strategies that your friend could introduce to meet customer demand on busy days.

(5)

1

2

3

4

5



(c) Your friend has decided to implement demand side strategies.

Identify **five** activities that may be used to develop and support staff when implementing these strategies.

(5)

1

.....

2

.....

3

.....

4

.....

5

.....

(Total for Question 2 = 25 marks)



BLANK PAGE





If you answer Question 3 put a cross in the box .

3 You work for a large organisation that has recently issued a press release about its commitment to continuous improvement in customer service. As a customer service team leader, it is part of your role to support and promote developments and improvements in customer service. You have agreed to carry out a research project to find out what customers think of the organisation and the service that it offers.

(a) Describe why it is important for an organisation to focus on continuous improvement in customer service.

(2)

.....

.....

.....

.....



(b) Describe **four** methods you could use to collect data from customers.

(8)

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

4

.....

.....

.....



If you answer Question 4 put a cross in the box .

4 You are preparing to give an introductory talk to a group of new customer service staff, who have just joined your department store. Many of the new staff have very little experience of customer service and it is vital that they have some understanding of dealing with customer problems and complaints.

(a) State **six** possible problems that a customer of the department store may have.

(6)

1

.....

2

.....

3

.....

4

.....

5

.....

6

.....



(b) Explain **five** action points that staff should follow when handling and resolving a customer's problem.

(10)

1

.....

.....

2

.....

.....

3

.....

.....

.....

4

.....

.....

5

.....

.....

.....



(c) State **four** likely effects for the company if customer problems remain unresolved.

(4)

1

.....

2

.....

3

.....

4

.....

(d) Describe steps that can be taken to avoid the repetition of customer service problems and complaints.

(5)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(Total for Question 4 = 25 marks)



BLANK PAGE





If you answer Question 5 put a cross in the box .

5 A restaurant owner has recently noticed an increase in customer complaints relating to staff communication. As he has little knowledge of communication issues, he has asked you for information and advice on the problem.

(a) Identify **five** barriers to communication that may exist between the staff and customers.

(5)

1

.....

2

.....

3

.....

4

.....

5

.....



(b) Explain how the restaurant owner might deal with **three** barriers to communication.

(6)

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....



(c) Explain **five** reasons why staff may suffer stress when dealing with customers.

(10)

1

.....

.....

.....

2

.....

.....

.....

3

.....

.....

.....

4

.....

.....

.....

5

.....

.....

.....



(d) Identify **four** effects of stress that might be evident in staff behaviour at work.

(4)

1

.....

2

.....

3

.....

4

.....

(Total for Question 5 = 25 marks)



Handwriting practice area with 20 horizontal dotted lines.



Handwriting practice area with 25 horizontal dotted lines.

(Total for Question 6 = 25 marks)

TOTAL FOR SECTION B = 75 MARKS
TOTAL FOR PAPER = 100 MARKS

