

Pearson BTEC (QCF)

Understand the Customer Service Environment

Level 3 – Y/506/2152

2015 – Practice Test

Time: 45 minutes

Paper Reference

CS-3-26 PT

You must have:

Multiple choice answer sheet
Black pen

Instructions

- Use **black** ink or ball-point pen.
- Answer **all** questions.
- Encircle your answers on the separate answer sheet.

Information

- The total mark for this paper is 30.
- The marks for **each** question are shown in brackets.

Advice

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

Turn over ►

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- 1** Why is the brand of an organisation important to customers? (1)
- Select **one** option.
- A** They are certain that the price of products will be low
 - B** They will expect a level of reliability
 - C** They are confident that there will be long opening hours
 - D** They are certain that extra services will be free
- 2** An organisation publishes its customer charter, which describes its positive values. What will this affect? (1)
- Select **one** option.
- A** Perception of customer experience
 - B** Actual product reliability
 - C** Ethical beliefs of customers
 - D** Employee loyalty
- 3** This is a **two** part question. Please answer both parts. (1)
- A customer enquiry is received about the availability of a service.
- (i) What stage of the customer journey is this?
- Select **one** option.
- A** Entry
 - B** Exit
- (ii) Why is it most important to find out how the customer reacts to the response they receive?
- Select **one** option.
- A** To enable the customer's requirements to be established
 - B** To enable the customer's perceptions to be challenged
- 4** A customer provides additional, irrelevant information when applying for credit. In this situation, what **must** the organisation do in order to comply with data protection legislation? (1)
- Select **one** option.
- A** Send excess information to the marketing department
 - B** Refuse to process any of the information
 - C** Store only the information that is needed
 - D** Record all the information provided

5 A supermarket is mapping the customer journey.
Which of these should be done? (1)

Select **one** option.

- A** Identifying face to face interaction
- B** Drafting written recommendations
- C** Providing guidance on how to respond
- D** Setting procedures for transactions

6 What should an organisation do to measure the effectiveness of its customer service? (1)

Select **one** option.

- A** Increase marketing
- B** Revise the brand logo
- C** Monitor performance
- D** Ensure employee satisfaction

7 Which of these is a cost consideration for an organisation offering new additional services? (1)

Select **one** option.

- A** Customer feedback
- B** Quality of service
- C** Resources needed
- D** Customer expectations

8 What potential impact does good customer service have on the revenue generated by a brand? (1)

Select **one** option.

- A** Customers are able to spend more
- B** Customers will demand a loyalty bonus
- C** Customers will expect discounts
- D** Customers are willing to pay more

9 Which of these techniques should be used to identify customer service failures? (1)

Select **one** option.

- A** Analysing customer feedback
- B** Updating customer policies
- C** Reading up to date legislation
- D** Reviewing the market share

10 An organisation needs to improve the quality of its service offer.
How should this be achieved? (1)

Select **one** option.

- A** By providing additional advertisements
- B** By increasing the range of products
- C** By resolving customer problems effectively
- D** By asking for feedback from staff

11 An organisation is improving its customer service.
What is the benefit of this? (1)

Select **one** option.

- A** It will require new advertising
- B** It will attract additional customers
- C** It will increase its product range
- D** It will promote customer refunds

12 A customer has purchased a product from a well-known organisation but is frustrated with the service they are receiving.
How will this customer's experience affect the organisation's brand? (1)

Select **one** option.

- A** The customer's loyalty towards the brand will increase
- B** The organisation's reputation will be put at risk
- C** The organisation's revenue will increase
- D** The customer will have a more positive image of the brand

13 A new organisation wants to establish its brand.
Why is this important? (1)

Select **one** option.

- A** To increase customer feedback
- B** To reduce staffing levels
- C** To change customer values
- D** To create a positive reputation

14 What will help an organisation to meet customer expectations to deliver a flexible service? (1)

Select **one** option.

- A** Extended opening hours
- B** A newly designed logo
- C** Publication of sales figures
- D** Casually dressed staff

15 An organisation is creating a procedure to comply with the Consumer Credit Act. How does this legislation impact on customer service delivery? (1)

Select **one** option.

- A** Customers must be offered any available discount
- B** Customers must be offered the lowest interest rate
- C** Customers must be made aware of the cooling-off period
- D** Customers must be provided with free support

16 An organisation receives a request to share its customer information with an external organisation that is located outside the European Union. What **must** the organisation do in response to this request in order to comply with data protection legislation? (1)

Select **one** option.

- A** Delete customer records once the information has been transferred
- B** Supply information within one month of the request being received
- C** Ensure information is signed for on receipt
- D** Ensure there is adequate protection for customer rights

17 Why is mapping the customer journey important in order for an organisation to deliver effective customer service? (1)

Select **one** option.

- A** It identifies areas of weakness
- B** It identifies the supply chain
- C** It identifies staff dissatisfaction
- D** It identifies local competitors

18 A customer complaint gives specific details about the poor service received. How does this help the organisation? (1)

Select **one** option.

- A** It allows trends in service to be identified
- B** It allows cause of service failure to be identified
- C** It allows supply chain to be audited
- D** It allows records to be updated accurately

19 Which of these terms establishes the relationship between profitability and revenue growth? (1)

Select **one** option.

- A** Service offer
- B** Service standards
- C** Service level agreement
- D** Service profit chain

20 How does an organisation's brand impact on how customer expectations are created? (1)

Select **one** option.

- A** It reduces recognition of distinct products
- B** It informs perceptions of value
- C** It informs how customers will use products
- D** It reduces understanding of the service offer

21 A new member of staff has joined the marketing department. What are they asked to do to support customer service delivery? (1)

Select **one** option.

- A** Provide payment advice
- B** Set standards of service
- C** Produce directional signage
- D** Develop advertising strategies

22 An organisation is introducing a new customer service model to improve standards. Which of these is a feature of this? (1)

Select **one** option.

- A** An improvement in employee response time
- B** A decrease in staff training
- C** An improvement in product quality
- D** A decrease in employee values

23 When storing customer information, which of these should be complied with under data protection legislation? (1)

Select **one** option.

- A** Information must be recorded electronically
- B** Information must be shared with third parties
- C** Information must be kept in an unrestricted area
- D** Information must be kept for no longer than necessary

24 An organisation has received negative feedback from customers about the way problems are handled. What should the organisation do? (1)

Select **one** option.

- A** Monitor the number of complaints
- B** Update the complaints procedure
- C** Increase the range of services
- D** Implement a loyalty scheme

- 25** How does the human resources department support customer service? (1)
- Select **one** option.
- A** By recruiting staff
 - B** By producing advertising
 - C** By dealing with customer refunds
 - D** By dealing with customer complaints
- 26** An organisation wants to introduce new services.
How would the organisation's positive brand influence customer perceptions of these? (1)
- Select **one** option.
- A** Customers will make associations with personal experience
 - B** Customers will need fewer members of staff
 - C** Customers will expect to give more feedback
 - D** Customers will want limited value
- 27** A manager is providing a training update for staff on excellent customer service.
How does this provide a competitive edge? (1)
- Select **one** option.
- A** It increases product returns
 - B** It helps to exceed customer expectations
 - C** It reduces the use of services
 - D** It helps to limit customer satisfaction
- 28** An organisation wishes to improve its relationship with customers.
What is the benefit of doing this? (1)
- Select **one** option.
- A** To review the code of practice
 - B** To set a new benchmark
 - C** To gain repeat business
 - D** To ensure staff satisfaction
- 29** An organisation wishes to establish how effectively it is meeting customer requirements.
How should this be done? (1)
- Select **one** option.
- A** Analyse customer complaints
 - B** Review service level agreements
 - C** Assess customer service procedures
 - D** Evaluate existing benchmarks

30 How does legislation relating to the sale of goods impact on how an organisation serves customers?

(1)

Select **one** option.

- A** Goods must be packaged correctly
- B** Goods must be supplied within seven days
- C** Goods sold must be fit for purpose
- D** Goods must be sold by knowledgeable staff

TOTAL FOR PAPER = 30 MARKS