

Pearson BTEC (QCF)

Understand Customers and Customer Retention

Level 3 – J/506/2910

2015 – Practice Test

Time: 35 minutes

Paper Reference

CS-3-27 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 25.
- 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 ►

S50554A

©2015 Pearson Education Ltd.

1



PEARSON

- 1** Which technique would help to attract customers? (1)
- Select **one** option.
- A** Promotional offers
 - B** Employee focus groups
 - C** Employee benefits
 - D** Additional charges
- 2** An organisation uses online surveys to measure customer satisfaction. What is a feature of this technique? (1)
- Select **one** option.
- A** A large number of participants are targeted
 - B** One-to-one interviews will take place
 - C** An increased number of staff is required
 - D** Two-way communication is encouraged
- 3** For what purpose would a customer relationship management system use customer addresses? (1)
- Select **one** option.
- A** Payment profiles
 - B** Direct mailshots
 - C** Product selection
 - D** Product development
- 4** An organisation is setting new performance targets for customer satisfaction. What needs to be taken into account? (1)
- Select **one** option.
- A** Competitor awareness of price differences
 - B** Supplier awareness of organisational procedures
 - C** Customer awareness of product range available
 - D** Staff awareness of operational objectives
- 5** An organisation is introducing a customer relationship management system. What focus should this system have? (1)
- Select **one** option.
- A** To tailor the service offer to meet customer needs
 - B** To record customer wants
 - C** To calculate the cost of providing services to customers
 - D** To store product details

- 6** Which of these factors will have a positive impact on customer retention? (1)
- Select **one** option.
- A** Staff developing a rapport with customers
 - B** Moving the geographic location of the organisation
 - C** Staff encouraging customers to spend more
 - D** An organisation updating its internal procedures
- 7** An organisation uses its customer relationship management system to monitor customer feedback in order to resolve problems quickly. What is the purpose of this? (1)
- Select **one** option.
- A** It will inform new marketing materials
 - B** It will encourage compensation to be given
 - C** It will improve customer retention
 - D** It will be used to justify price increases
- 8** What does the term customer experience mean? (1)
- Select **one** option.
- A** Quality of all products purchased
 - B** Advertising to attract customers
 - C** All dealings with the organisation
 - D** Previous customer transactions
- 9** A customer relationship management system stores details of customer likes and dislikes. For what purpose would this be used? (1)
- Select **one** option.
- A** To match customers to new services
 - B** To assess customers' ability to pay
 - C** To analyse the annual spend
 - D** To evaluate staff performance
- 10** Which of these is a customer demographic? (1)
- Select **one** option.
- A** Gender
 - B** Postal code
 - C** Activities
 - D** Knowledge

11 Which of these is a source of data for analysing the performance of customer service? (1)

Select **one** option.

- A** Receipts
- B** Complaints
- C** Profits
- D** Advertising

12 An organisation wants to establish which customers have not purchased its services recently. What information from the organisation's customer relationship management system should be used? (1)

Select **one** option.

- A** Highest spend
- B** Visit dates
- C** Credit status
- D** Transaction history

13 An organisation wishes to provide a new service to local customers. What characteristic would help to identify appropriate customers to target? (1)

Select **one** option.

- A** Country
- B** House number
- C** County
- D** Postal code

14 An organisation works hard to retain its customers. What is the value of this to the organisation? (1)

Select **one** option.

- A** Fewer staff will be required
- B** Less communication is needed
- C** Customers are more likely to provide testimonials
- D** Regular discounts can be given to customers

15 An organisation wants to increase its number of loyal customers. Which of these factors will influence this? (2)

Select **two** options.

- A** Supplier profits
- B** Quality of products
- C** Staff age
- D** Staff salaries
- E** Competitor prices

16 Which of these will help service staff recover a customer they have lost to a competitor? (1)

Select **one** option.

- A** Understanding why the customer left
- B** Understanding the customer's value
- C** Knowing where the customer went
- D** Knowing when the customer left

17 A large international organisation with many customers wants to establish how they have viewed the recent service they have received. Which of these customer satisfaction techniques is most appropriate to use? (1)

Select **one** option.

- A** Focus group
- B** Postal questionnaire
- C** Telephone poll
- D** Online survey

18 An organisation is setting key performance indicators to meet its customer satisfaction targets. Which of these is a factor to consider? (1)

Select **one** option.

- A** Location of suppliers
- B** Views of staff
- C** Price of products
- D** Marketing of services

19 An organisation wishes to assess its customer loyalty. Which of these will help to achieve this? (1)

Select **one** option.

- A** An advertising campaign
- B** A telephone poll
- C** Reduced spending
- D** Supplier analysis

20 This is a **two** part question. Please answer both parts.

(1)

(i) Which of these is a feature of the retention of customers?

Select **one** option.

- A** Updating stored information
- B** Maintaining regular dialogue

(ii) Which of these is a core value that will encourage customers to remain loyal?

Select **one** option.

- A** Making changes to the organisational brand
- B** Training service staff to a high standard

21 What is a scorecard on customer satisfaction used for?

(1)

Select **one** option.

- A** Producing customer questionnaires
- B** Benchmarking competitors
- C** Recording customer purchases
- D** Analysing performance data

22 Which of these is a feature of an effective customer relationship management system?

(1)

Select **one** option.

- A** Recording product details
- B** Recording special requirements
- C** Recording staff details
- D** Recording competitor prices

23 An organisation wants to recover customers from a competitor. Which factor will help to identify the customers to target?

(1)

Select **one** option.

- A** Customer preferences
- B** Customer opinions
- C** Value of the customer
- D** Lifestyle of the customer

24 Which of these techniques should an organisation use to retain customers?

(1)

Select **one** option.

- A** Attracting additional custom from competitors
- B** Introducing changes to reduce organisational costs
- C** Providing additional services to customers
- D** Checking that information given by the customer is correct

TOTAL FOR PAPER = 25 MARKS