



# ICM

JUNE 2017

CUSTOMER SERVICE

**Instructions to candidates:**

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
  - b) Answer any FIVE questions
  - c) All questions carry equal marks. Marks for each question are shown in [ ]
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- 1. Customer service staff must, at all times, remember that their boss is also a customer. Set out the approach that you would adopt to exceed your boss's expectations. [20]
  - 2. The Internet has had a profound effect on the way that customers and businesses interact. Analyse the main web-based services through which customers are interacting with businesses. [20]
  - 3. Set out and review the characteristics of excellent leaders in the context of customer service. [20]
  - 4. Personal credibility is a key asset for customer service staff to have. Review the ways in which customer service staff can develop personal credibility. [20]
  - 5. The loss of customers is likely to have a significant impact on a company. Analyse the costs that a company is likely to incur as a result of losing customers. [20]
  - 6. Customer service staff need to have a number of skills and techniques available when encountering conflict with a customer. Explain what these skills and techniques are. [20]
  - 7. Review the main barriers to the delivery of the highest standards of customer service. [20]
  - 8. Listening is a key aspect of customer service engagement. Analyse the various skills and techniques that support effective listening. [20]