



---

# CUSTOMER SERVICE

Friday 2<sup>nd</sup> September 2022

---

## Time allowed

Three hours

## Instructions

- Ensure that you pay particular attention to words in **bold**.
- Write the question number next to each answer in your answer booklet.
- You are **not** required to rewrite the question in your answer booklet.

## Information

- Different questions may carry a different number of marks.
- Marks for each question are shown in [ ].

## Advice

- Read each question carefully before you start to answer it.
- Use the full time permitted and check all your answers.

## Materials

- Notes or books are **not** permitted.
- Non-programmable calculators are permitted.



ICM

**ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS**

1. (a) Outline **five** ways in which customer service can be improved. [10 marks]  
(b) Discuss trends in customer service which affect business-customer interaction. [10 marks]
2. Explain the ways in which customer service staff can improve their negotiation skills. Use examples to support your explanation. [20 marks]
3. (a) Explain what is meant by empowerment in the customer service context. [2 marks]  
(b) Explain the reason empowerment is important to customer service. [4 marks]  
(c) Discuss **four** actions that can be taken to empower customer service providers. [14 marks]
4. Discuss different ways to gather information on customer satisfaction with a product. Use examples to support your discussion. [20 marks]
5. (a) Explain the importance of giving an effective apology in customer service. [5 marks]  
(b) Describe **five** approaches to giving an effective apology. [15 marks]
6. (a) State what is meant by each of the following:  
(i) External customers [1 mark]  
(ii) Internal customers [1 mark]  
(b) Outline the **three** types of customer attributes. [6 marks]  
(c) Explain **four** disadvantages of losing customers. Use examples to support your explanation. [12 marks]
7. (a) Outline the characteristics of excellent leaders. Use examples to support your answer. [10 marks]  
(b) Explain the importance of leadership in creating a positive customer service culture. [10 marks]
8. (a) Explain what is meant by high-touch and low-touch customers. Use **two** examples of each customer type to support your explanation. [12 marks]  
(b) Outline what is meant by consumption behaviour. [2 marks]  
(c) Suggest **six** questions that can be asked when identifying consumption behaviour. [6 marks]

**END OF QUESTIONS**