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# CUSTOMER SERVICE

December 2021

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## Time allowed

Three hours

## Instructions

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

## 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.



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ANSWER ANY FIVE QUESTIONS FROM THE FOLLOWING EIGHT QUESTIONS

- ✓ 1. (a) State **eight** characteristics of a company which has a good reputation with its customers. [8 marks]  
(b) Explain **six** techniques that can be used to exceed customers' expectations. [12 marks]
2. Explain a **seven** stage problem-solving process that a member of staff can use when dealing with difficult customers. [20 marks]
3. Explain a **seven** stage approach that customer service staff can use in order to improve their negotiating skills with customers. [20 marks]
- ✓ 4. Explain **seven** barriers to effective decision-making in customer service. [20 marks]
5. (a) Explain what is meant by co-production in the context of customer service. [2 marks]  
(b) State **four** examples of co-production in customer service. [4 marks]  
(c) Explain the reasons why co-production is considered to be an effective approach in customer service. [6 marks]  
(d) Explain **four** techniques that can be used to help customers become better co-producers. [8 marks]
- ✓ 6. Discuss **five** techniques to use to avoid provoking challenging customers. [20 marks]
- ✓ 7. Explain **ten** actions that customer service staff can take to improve their self-concept. [20 marks]
- ✓ 8. Describe **ten** ways of gathering customer intelligence. [20 marks]

END OF QUESTIONS