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# CUSTOMER SERVICE

September 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. Explain each of the **five** basic needs of every customer. Use examples to support your explanation. [20 marks]
2. Explain the actions and approaches that customer service staff can take to become self-motivated. [20 marks]
3. Describe **ten** rewards that a company can expect as a result of providing excellent customer service. [20 marks]
4. (a) Explain what is meant by the term social media. Use an example from the customer service context to support your explanation. [4 marks]  
(b) Explain **eight** techniques that can be used to encourage staff to use new technology. [16 marks]
5. Explain the factors and the questions a company needs to consider when developing a customer retention strategy. [20 marks]
6. Explain the **six** stage approach to follow when dealing with challenging customers. [20 marks]
7. (a) State **five** techniques that can be used to improve listening skills. [5 marks]  
(b) State **five** characteristics of a good listener. [5 marks]  
(c) Explain the **five** main methods used in an effective customer service interaction. [10 marks]
8. Explain the **seven** stage approach to developing a customer service strategy. [20 marks]

**END OF QUESTIONS**