



CUSTOMER SERVICE

June 2021

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) Explain what is meant by scope of influence in the context of customer service. [10 marks]
(b) State **ten** characteristics of a company with a good reputation for customer service. [10 marks]
2. Discuss **seven** barriers to problem-solving in customer service. Use examples to support your discussion. [20 marks]
3. (a) Explain what is meant by a customer service system. [2 marks]
(b) Explain why customer service systems need regular updating. [6 marks]
(c) Describe **six** guidelines that can help create a customer service system. [12 marks]
4. (a) Discuss the contribution of call centres to customer service. [8 marks]
(b) Explain what is meant by teleselling. [2 marks]
(c) Explain what is meant by the following terms:
 - (i) Inbound calls [2 marks]
 - (ii) Outbound calls [2 marks]
 - (iii) Automatic call distribution [2 marks]
 - (iv) Call me web browser [2 marks]
 - (v) Automatic number identification [2 marks]
5. Explain **ten** types of challenging customers. Use examples to support your explanation. [20 marks]
6. (a) Explain what is meant by credibility. [4 marks]
(b) Describe **eight** techniques that customer service staff can use to cultivate their credibility. [16 marks]
7. (a) State **five** ways in which an employee can demonstrate their customer service leadership potential. [5 marks]
(b) Explain **five** ways in which an employee can exceed their employer's expectations. Use examples to support your explanation. [15 marks]
8. Explain the guidelines that must be followed by a customer service representative in problem-solving. Use a diagram showing the problem-solving model to support your explanation. [20 marks]

END OF QUESTIONS