



---

# CUSTOMER SERVICE

Thursday 2<sup>nd</sup> June 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.

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

1. Discuss the ways call centres contribute to delivering customer service. [20 marks]
2. Describe **four** ways customer service staff deal with challenging customers. [20 marks]
3. (a) Outline **two** types of customer attribute. Use an example of each to support your answer. [8 marks]  
(b) Explain the importance of segmentation in customer service. [12 marks]
4. Outline **five** barriers to effective problem solving in customer service. [20 marks]
5. Explain the ways both formal leaders and informal leaders can help to deliver excellent customer service. [20 marks]
6. (a) Explain the reasons <sup>trust / honesty</sup> credibility is important to customer service. [4 marks]  
(b) Suggest **four** ways customer service staff develop credibility. [16 marks]
7. Discuss the rewards an organisation can gain by providing excellent customer service. [20 marks]
8. Discuss why organisations with good customer service reputation focus on internal and external customers. [20 marks]

**END OF QUESTIONS**