

BTEC Level 3 in Business
Key Stage 5 Bridging Task
Unit 14: Investigating Customer Service

Assignment: Customer Service Approaches

There is a big leap from Key Stage 4 to Key Stage 5. A higher level of independent learning will be expected from you, as well as greater skills in researching and selecting relevant information, synthesising that information, analysis and evaluation.

This mini assignment which is due in in September will test these skills of comprehension, research and analysis. It is part of one of the BTEC units you may study over the course of the 2 years. The format is similar to what you will see from all your assignments over the next 2 years.

You will need to carry out independent research on the Internet and asking people about their customer service experiences.

This assignment represents two Pass criteria, one Merit and one Distinction

Scenario “Pure Organics”

Pure Organics is setting up a chain of retail outlets specialising in organic foods, local farmers’ produce and speciality foods. They understand Customer Service will be vital for this type of retail outlet and need to make sure all their staff is fully trained.

As such they want you to produce a training manual for their staff in order to deliver excellent customer service.

Task 1

A.P1 Describe the different approaches to customer service delivery in contrasting businesses.

First you must research **2 companies** to understand different customer service approaches. You must choose **one of each** of these:

- ❖ A retail outlet in either technology, clothes, supermarket or a department store
- ❖ A hospitality service which is either a restaurant or a hotel.

For **both companies**, answer the following questions:

1. What skills and knowledge do staff need?
2. How important is teamwork and cooperation?
3. What type of customers do they have and what are their needs?
4. What are the customer expectations of the business?
5. How do they build customer relationships?

Task 2

A.P2 Examine ways that customer service in a selected business can meet the expectations and satisfaction of customers and adhere to relevant current legislation and regulations.

A.M1 Analyse how legislation and regulation impacts on customer service provision in a selected business.

1) Research and describe the following examples of current legislation and regulation relating to Customer Service:

- Trades Description Act 1968
- Consumer Protection Act 1987
- Consumer Rights Act 2015
- Equalities Act 2010
- Data Protection Act 1998

2. With reference to **one of the businesses** you have previously discussed, describe and analyse how they impact upon their Customer Service provision with reference to specific examples. Include the potential consequences if they fail to adhere to them.

Task 3

A.D1 Evaluate the importance for a selected business of providing excellent customer service and adhering to relevant current legislation and regulations.

For the same business you have used in Task 2, answer the following:

1. How well does the business meet the expectations of the customers?
2. How can the business improve its meeting of customer expectations and improve its customer service provision?
3. Evaluate how important it is for the business to provide excellent customer service.
4. Evaluate how important it is for the business to adhere to the relevant current regulations and legislation.