

Module Title	Customer Service	Module Code	6N0697
Assessment Technique	Portfolio/Collection of Work	Weighting	50%

“A portfolio or collection of work is a collection and/or selection of pieces of work produced by the learner over a period of time that demonstrates achievement of a range of learning outcomes. The collection may be self-generated or may be generated in response to a particular brief or tasks/activities devised by the assessor”

Guidelines:

Candidates are required to complete a total of **4 tasks** that will be compiled together to make up their Portfolio/Collection of Work report:

Task 1: Weighing 10% (There are 2 parts each carrying 10 Marks for a total of 20 Marks weighted as 10%)

(A) Define, each of the following:

- Customer service
- Internal and external customers
- Customer charters
- Policies on handling complaints
- Quality rating systems
- Customer protection
- Customer representation
- Customer redress
- Organisational chart
- Principles of customer service in an organisation
- Market research for customer service strategies
- Different data collection methods
- Market segmentation
- Observation of customer reaction and behaviour
- Communication skills and technologies used in customer service
- Customer complaints
- Resolve customer complaints
- Diverse customer needs and requirement
- Customer loyalty
- Effective teamwork in customer care

(10 marks)

(B) Evaluate the principles and practice of customer service in range of public, private and voluntary environments (150 words). **(10 marks)**

Task 2: Weighing 10% (There are 2 parts each carrying 10 Marks for a total of 20 Marks weighted as 10%)

(A) Explain the principles underpinning customer service in a range of organisations, to include domestic and global organisations, those dealing with internal, external, corporate and individual customers, organisations providing products, and those providing services: (150 words for each part)

- Customer service principles
- Domestic organisations
- Global organisations
- Internal customers
- External customers
- Corporate customers
- Individual customers
- Organisations providing products
- Organisations providing services

(9 parts x150=1350 Words in total)

(10 marks)

(B) Evaluate how organisational policies and industry-specific quality assurance systems can enhance customer service, to include:

- Customer charters
- Policies on handling complaints
- Relevant quality rating systems
- Quality assurance systems (150 words for each part)

(3 parts x150=450 Words in total)

(10 marks)

Task 3: Weighing 15% (There are 2 parts each carrying 15 Marks for a total of 30 Marks weighted as 15%)

- (A)** Summarise key elements of consumer legislation for an industry specific area in Ireland, to include a comparative look at similar legislation in another country. Since the UK is mentioned in the course notes, please provide an alternative country.

(150 words for Ireland and 150 words for another country) **(15 marks)**

- (B)** Describe the formal processes and associated organizations or bodies available to customers seeking protection, representation and redress (150 words for formal processes and 150 words for associated organizations)

(2x 150 words= 300 words) **(15 marks)**

Task 4: Weighing 15% (There are 3 parts each carrying 10 Marks for a total of 30 Marks weighted as 15%)

- (A)** Construct an organisational chart for two different types of organisations, to include identification of personnel with responsibility for customer service. Provide text as well as the chart to describe responsibilities.

(2x 150 words= 300 words) **(10 marks)**

- (B)** Explain how market research can

- assist development of customer service strategies,
- use of primary and secondary data,
- use different data collection methods,
- use of market segmentation and
- observe of customer reaction and behaviour

(150 words per part)

(4x 150 words= 600 words) **(10 marks)**

- (C)** Research and design a comment form, survey, questionnaire, focus group to measure customer satisfaction

(150 words per part)

(4x 150 words= 600 words) **(10 marks)**

PLEASE ENSURE TO CLEARLY REFERENCE ALL INFORMATION SOURCED IN YOUR WORK WITH EVIDENCE OF IN-TEXT REFERENCING AND SUPPORTING BIBLIOGRAPHY. TO ENSURE THAT THE CORRECT REFERENCING FORMAT IS APPLIED LEARNERS SHOULD REFER TO THE ADDITIONAL GUIDELINES ON REFERENCING DOC.

PENALTIES WILL BE APPLICABLE (REF MOST UP TO DATE VERSION OF THE PLAGIARISIM POLICY) TO THOSE ASSESSMENTS THAT DO NOT CONSIDER THESE REFERENCING GUIDELINES.

Any results issued are provisional and subject to confirmation from the QQI External Authenticator.

This declaration must be completed in full and inserted as your cover page with each final assessment submission

Submission	
Module Title & Code:	Customer Service – 6N0697
Assessment Technique:	Collection of Work – 50%
Student Name (print):	
Tutor:	Marie Harmon

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