

Module Title	Customer Service	Module Code	6N0697
Assessment Technique	Skills Demonstration	Weighting	50%

“A skills demonstration is used to assess a wide range of practical based learning outcomes including practical skills and knowledge. A skills demonstration will require the learner to complete a task or series of tasks that demonstrate a range of skills”

Guidelines: (Oral Presentation – Preparation & Delivery)

Candidates are required to complete a total of 3 skills demonstration tasks as per instructions outlined below. It is important to note that external reading is expected other than the course notes. External reading is used to support points made and to show theory, expert opinion and agreements with points made. External reading should be referenced under Harvard Style. All opinions should be supported with an academic reference. A reference guide and reading list with some suggested external reading are available from the College.

Task 1: Weighting 10% (a total of 20 marks available weighted as 10 %)

Research and produce a written description of a customer service program for staff. Use this research as the basis for what you will discuss in your presentation for task (2).

Ensure that you include the following:

A brief history of a named company and why customer service is important to marketing, revenue, customer base and product sales. There should be an overview of how you are going to conduct/deliver the presentation i.e. order of slides, the planned amount of time to be spent discussing each slide, any activities to be carried out etc. it should also include references.

Marks will be awarded as follows:

- Relevant information collected and appropriately presented **(10 marks)**
- Information analysed and interpreted and accurately **(10 marks)**

Task 2: Weighting 20% (a total of 40 marks available weighted as 20%)

Candidates are required to deliver an oral presentation on a customer service program for staff. This should be recorded on video and evidence submitted to the college. The presentation will be at least **15-20 mins** duration and you should support your work with at least **15-20 PowerPoint slides**. Please submit evidence of PowerPoint slides used with your final submission. Please refer to the additional handout enclosed in your module pack which sets out the specific criteria that you must follow to ensure the effective delivery of your presentation.

Marks will be awarded as follows:

- Good eye contact and approach to holding interest of audience essential **(10 marks)**
- Tone, stance and gesture positive and engaging **(10 marks)**

Mention each of the following operational recommendations:

- Timeliness/responsiveness - for enquiries, orders, deliveries, appointments and complaints **(2 marks)**
- Provision of information to customers - at each stage of the purchasing process **(2 marks)**
- Customer interaction - for all the ways and reasons which customers are engaged **(2 marks)**
- Documentation - relating to service **(2 marks)**
- Corrective action - in response to problems **(2 marks)**
- Findings presented appropriately **(10 marks)**

With regard to the video: to obtain the best results it would be best practice for you to present to an audience/group of up to 5 people, the audience does not have to be made visible in the video, however, you can also model/simulate as if you have an audience.

Task 3: Weighting 20% (a total of 20 marks available weighted as 20%)

Produce evidence of your research and use of technical/ vocational, personal, literary, and written and visual media texts. Include a good mix of text identifying the processes used and include references for same. Provide the PowerPoint as a handout for participants and include a copy of the cue cards used with your submission. Other supporting notes, diagrams, overheads and hand-outs related to the presentation are also required to be included with the final submission. 400 words. **(20 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.

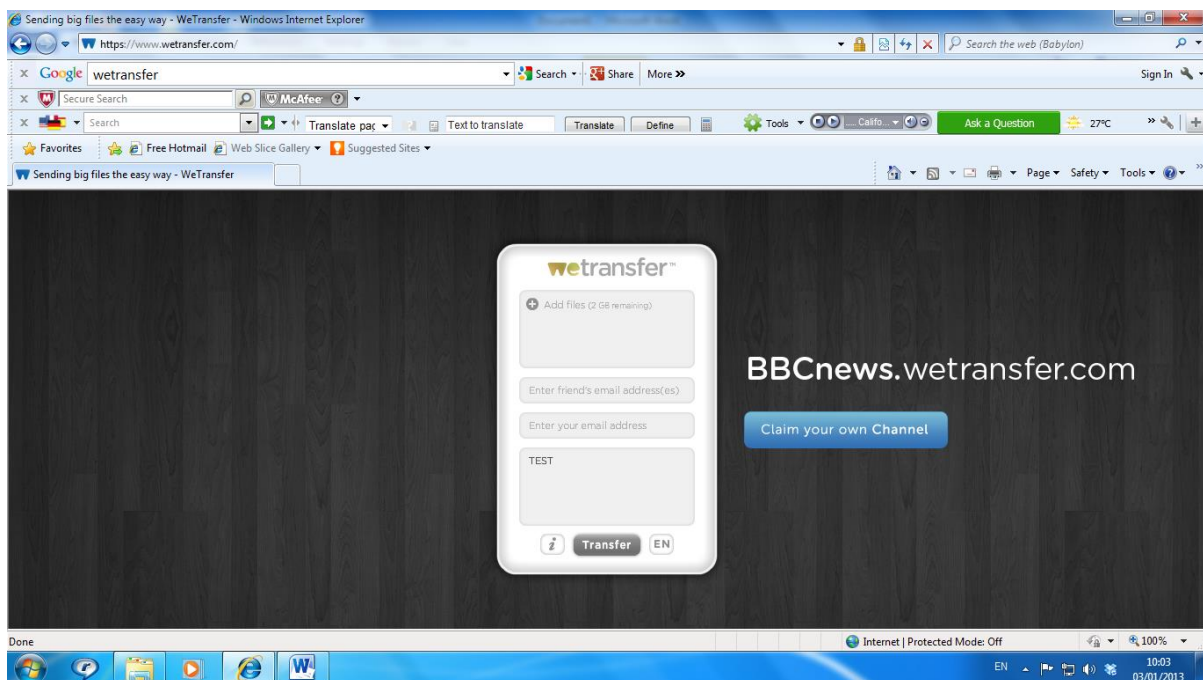
Any results issued are provisional and subject to confirmation from the QQI External Authenticator.

Submitting Large/Electronic Files

In view of the difficulties to submit these tasks via email as often the files are too large, the preferred way for learners to submit their assessments to the college is via web link using WeTransfer <https://www.wetransfer.com/>

This is a free service that allows you to upload files up to 2GB in 5 easy steps, if your files exceed this size just divide your work up over 2 or 3 different submissions.

When you enter the site the home page will look like this:



Step 1: Add files, if you have a number of separate documents doc or pdf please create a zip file.

Step 2: Enter the email address of the recipient assignments@theopencollege.com.

Step 3: Enter your own email address.

Step 4: Include a cover note, in your cover note please include your name, student number and an overview of what you are submitting, if you are sending one or more submissions please number these. Always include a declaration form.

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:	Skills Demonstration – 50%
Student Name (print):	
Tutor:	Marie Harmon

Plagiarism Declaration	
Plagiarism is an offence where a person (student) presents an assignment or piece of work as their own but which has been copied in whole or part from other sources without permission or due acknowledgement with consideration to In Text Referencing and supporting Bibliography. Please ensure you have read The Open College plagiarism policy. Please ensure to clearly reference all information sourced in your work with evidence of in-text referencing and supporting bibliography/reference list. To ensure that the correct referencing format is applied, you should refer to the referencing guidelines document. Penalties will be applicable to those assessments that do not consider The Open College referencing guidelines.	
Declaration, I declare that I have read and understood the Open College policy on plagiarism and with the exception of recognition to the work of other sources/authors, I confirm that the work I submit for assessment is my own.	
Name (signature)	
Date	

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