Activity Booklet

CUSTOMER  
SERVICE

Admin Practices Unit Outcome 1.2



**Activity 1**

In groups, discuss and record examples of when you have received good or bad service from an organisation.

**Good Service**

**Bad Service**

**Activity 2**

In groups, brainstorm reasons why customers complain. For each reason, suggest how the complaint could be resolved.

**Activity 3**

Research, using the internet, a mission statement for each of the following types of organisation. You should also note and similarities or differences.

|  |  |
| --- | --- |
| A company | |
| A franchise | |
| A business in the third sector | |
| Similarities | Differences |

**Activity 4**

Identify which of the statements below are true and which ones are false.

|  |  |
| --- | --- |
| Statement | T/F |
| The relationship with external customers should be informal |  |
| You should always call a customer by their first name |  |
| It is important to keep customers informed of the situation |  |
| Manner and body language don’t matter when dealing with customers |  |
| Customers expect honesty from an organisation |  |
| You should only lie to a customer if it is about bad news |  |
| If a customer loses trust in an organisation, they will take their custom elsewhere |  |
| The admin assistant should be aware of all organisational procedures and policies |  |
| You should always make promises to the customer |  |
| Boundaries shouldn’t be overstepped |  |
| An admin assistant doesn’t really have an impact on customer service |  |
| Communication is vital in all organisations |  |

**Activity 5**

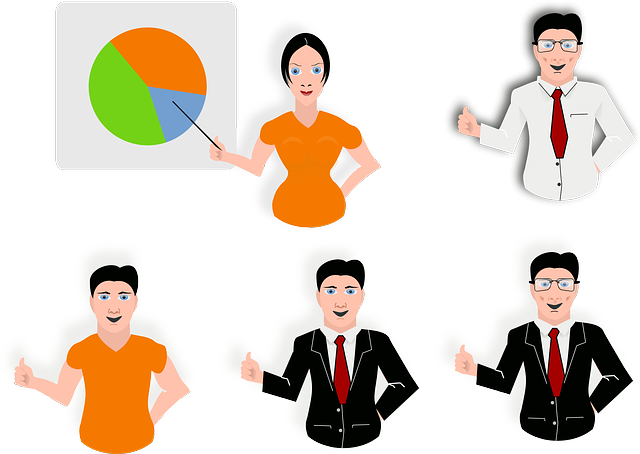
Using the table below, describe the benefits of good customer service.

**Activity 6**

You are required to outline the various methods used by organisations to try and maximise customer service.

You can do this by producing a PowerPoint presentation, a Word Processed report or by publishing an online blog.

You should agree which method you are going to use with your Teacher.



**Activity 7**

Using the internet, research two different loyalty schemes and complete the table below.

|  |  |
| --- | --- |
| Loyalty Scheme Name | Loyalty Scheme Name |
| Who runs it? | Who runs it? |
| How does it work? | How does it work? |
| What does the customer get from it? | What does the customer get from it? |
| How does the organisation benefit from it? | How does the organisation benefit from it? |

**Activity 8**

Using the table below, describe the different methods used by organisations to communicate with customers. List the advantages and disadvantages of each method.

|  |  |  |
| --- | --- | --- |
| Method | Description | Advantage/Disadvantage |
| Face to face |  |  |
|  |
| Telephone |  |  |
|  |
| Written |  |  |
|  |
| Email |  |  |

**Activity 9**

Use the table below to help explain why customer service is important to the success of a business.

|  |  |  |
| --- | --- | --- |
| Why are customers vital to the survival of an organisation? |  | |
| Customers | Interest | Influence |
|  |  |
| 3 main objectives a customer can have an impact on |  | |
|  | |
|  | |
| Explain what could happen if these objectives aren’t satisfied |  | |

**Activity 10**

Using the boxes below, list 4 consequences of poor customer service and state the implication of each one.

**Homework Task**

**Answer the following questions in sentences.**

|  |
| --- |
| 1. What is meant by the term customer service? 1 |
| 1. State the advantages of dealing with customers face to face 2 |
| 1. Explain why customer service is important to an organisation 2 |
| 1. What is a mission statement? 2 |
| 1. Why is a mission statement important? 2 |
| 1. Describe 2 methods of market research 2 |
| 1. Explain the benefits of using a customer focus group 2 |
| 1. Describe 4 implications of poor customer service 4 |
| 1. Compare two methods of communicating with customers 2 |
| 1. What is a customer care strategy? 2 |
| 21 marks |

