

You task for this part of the coursework is to complete an in depth study of the Customer Service offered by Willowburn.

By the end of this Module you should be able to:

Level 1

- 1 **Design** an oral presentation and PowerPoint presentation that must **describe** the key features of customer service offered by the business.
- 2 **State** how the business actually measures customer satisfaction and collects feedback from its customers.
- 3 **Demonstrate** an understanding of how ICT is used to help this process.
- 4 **Describe** the main laws that protect customers (Consumer law, Trade Descriptions Act, Sale of Goods Act).

Level 2

- 5 **Explain** how the business finds out about the needs of its customers.
- 6 **Demonstrate** how Willowburn uses ICT to find information out.
- 7 **Explain** how Willowburn puts into practice the laws that were described above.

Level 3

- 8 **Evaluate** how effective the business is in putting into practice the consumer laws.
- 9 **Suggest** any improvements that could be made to customer services particularly in relation to ICT.

Key words to use in this piece of work:

Customer service: describes the extent to which businesses satisfy their customers.

Customer loyalty: is when customers come back regularly to purchase business's products.

Customer satisfaction: is when customers are happy with the goods or services provided by the business.

Customer panels: are small groups of people who meet regularly to offer opinions on a business's products.

Market research: is collecting and analyzing information to find out what customers want.

Questionnaires: are sets of questions written to collect information from a large number of customers.

Consumer protection legislation: is a group of laws passed to protect consumers from unfair practices by businesses.

An Act or an Act of Parliament: is another name for a law.

Progress Tracker Level One/Two

Tick when you have completed each task and monitor the progress that you are making through this part of your coursework. Once you have achieved all of these you have achieved a level one/two and can then move on to Level three work.

1 Design an oral presentation that must describe the key features of customer service offered by the business.

Describe clearly why customer service is so important.

Explain how it helps the business gain more customers and how it adds to the money and success of a business.

2 State how the business actually measures customer satisfaction and collects feedback from its customers.

Explain all of the ways that Willowburn measures customer satisfaction:

- Comment boxes
- Complaints procedure
- Provides fast response to customer queries– Peter Halliwell personally replies.

Think of **three** more examples like these.

Describe all of the types of things that Willowburn does to help its customers have a better experience and **explain** how the business finds out about the needs of its customers.

- Provides fast response to customer queries
- Different activities throughout the holidays
- Offers personal programmes for people (gym equipment)

Try and think of **three** more of these.

3 Demonstrate an understanding of how ICT is used to help this process.

Explain how ICT helps the business to gain an understanding of the needs of their customers.

Demonstrate how Willowburn uses ICT to find information out.

We all know that nothing runs efficiently without a plan, and a plan cannot **Show** that you understand how ICT can help to collect data and to analyse it.

Show how Willowburn uses ICT:

- Replies from customers assessments are analysed on a data base
- Customers can email Willowburn.
- Customer feedback on website

Try and think of **three** more of these.

4 Describe the main laws that protect customers (Consumer law, Trade Descriptions Act, Sale of Goods Act).

Using the text book. **Describe** the main laws that control and give advice to business on how they should treat customers.

You should choose **five** of these and explain how they protect the interests of Customers.

Explain how Willowburn puts into practice the laws that were described above.

Progress Tracker Level Three

TICK WHEN
COMPLETED

Tick when you have completed each task and monitor the progress that you are making through this part of your coursework. Once you have achieved all of these you have achieved a level three and you're FINISHED!

Evaluate how effective the business is in putting into practice the consumer laws.

- **Analyse** all of the information that you have collected about Willowburn's customer service.
- **Think** about whether you think that the business is successful in providing for its customers.
- To secure top marks, you need to write an **evaluation** of the customer service, do not rely on your PowerPoint or oral presentation.
- In your writing, **outline** all of the effective things that Willowburn does to meet the needs of its customers. **Explain** how these link into the principles of customer service (which you should have outline in slide 1), **explain** how these help to improve the needs of customers, **explain** how these help the needs of the business and how it helps the business to improve.

Suggest any improvements that could be made to customer services particularly in relation to ICT.

You need to think about ways that Willowburn could improve customer service.

Try and think of **at LEAST four** improvements or developments the company could introduce.

One of your improvements should link to ICT. How could ICT be used to help Willowburn to provide good customer service more than it has done so.

Also, **explain** ways that Willowburn could get more customers to comment and feedback on the business.