

Candidate evidence - annotated

Question 1 – Case Study/Outline

Outline ways in which Ayiah could address the customer service issues identified above. (5 marks)

Ayiah should make contact details more visible for their customer. She can do this by putting them on receipts or by having a specific place for them on their website. 1

Ayiah could train staff so that they know how to deal with complaints properly. Ayiah should also ensure that all complaints are taken seriously and logged. 1

Ayiah should upgrade her chat software so that it is running on the newest software.

Ayiah could train staff on customer service so that they know how to respond to customers properly. 1

Ayiah should monitor staff calls to see if they are being respectful but also providing the best advice.

Question 3 – Compare

Compare a customer focus group and an online survey as methods of gathering customer feedback. (2 marks)

A customer focus group is usually in person whereas an online survey is done online.

Both a customer focus group and an on-line survey gather first-hand information. 1

In a focus group customers may feel pressured to have a specific view or opinion whereas online surveys are individual so may be more accurate and less likely to be bias. 1

Question 4 – Describe

Describe the consequences of poor time and task management skills to both an employee and the organisation. (4 marks)

Important work might have been rushed and not done to a high standard. 1

This could lead to complaints from customers and compensation payments. 1

Employees may fall behind on their work and miss deadlines 1 which may harm their chances of promotion. 1

Question 5 – Discuss

Discuss factors that make a team effective. (5 marks)

A team must have a good leader who ensures that everyone has a job to do so that no one feels left out. 1

Furthermore, teamwork is essential for a team to be effective as it will allow for good communication.

Another factor is having good communication, it's important that all team members can share their opinions and ideas 1 as it will make them more motivated. 1

Question 7 – Outline

Outline the use of the following presentation software features. (3 marks)

Slide Master allows you to add details to multiple slides eg pictures/logos meaning it saves time compared to adding to each individual slide. 1

Speaker notes allow you to have a better understanding of what you are reading.

A hyperlink can be used to share documents from areas by an attachment.

Question 10 – Justify

Justify the use of written communication when updating employees on company policies eg Health and Safety policy. (3 marks)

Written communication can be read again so it can be checked and a policy followed correctly. ①

If the company uses posters then any visitors can be aware of the policy as well.

Written communication can be kept as proof that employees were updated on the policy. ①