**MARK SHEET – Understanding customer service standards and requirements**

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| **Centre Number :** | |  | | **Centre Name :** | |  | | | |
| **Learner Registration No :** | |  | | **Learner Name:** | |  | | | |
| **INSTRUCTIONS FOR ASSESSMENT AND USE OF MARK SHEET**  Assessment must be conducted with reference to the assessment criteria (AC). In order to pass the unit, every AC must be met.  Assessors will normally award marks for every AC and then total them into a percentage. However, for greater simplicity, there is the option to not use marks at all and merely indicate with a ‘Pass’ or ‘Referral’ in the box (below right). In order to pass the unit every AC must receive a ‘Pass’.  **Where marks are awarded according to the degree to which the learner’s evidence in the submission meets each AC, every AC must be met, i.e. receive at least half marks (e.g. min 10/20). Any AC awarded less than the minimum produces an automatic referral for the submission (regardless of the overall mark achieved).**  Sufficiency descriptors are provided as guidance. If 20 marks are available for an AC and the evidence in the submission approximates to the ‘pass’ descriptor, that indicates it should attract 10 marks out of 20, if a ‘good pass’ then ca. 15 out of 20. The descriptors are not comprehensive, and cannot be, as there are many ways in which a submission can exceed or fall short of the requirements. | | | | | | | 1. **Learner named above confirms authenticity of submission.** 2. **ILM uses learners’ submissions – on an anonymous basis – for assessment standardisation. By submitting, I agree that ILM may use this script on condition that all information which may identify me is removed.**   **However, if you are unwilling to allow ILM use your script, please refuse by ticking the box: □** | | |
| **Learning Outcome / Section 1:** Understand the legal and organisational requirement for managing customer service | | | | | | | | | |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors**  *[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | | | | | | | **Assessor feedback on AC** | |
| AC 1.1  Described the main legal rights of customers | **Referral [ca. 3/12]** | | **Pass [6/12]** | | **Good Pass [ca. 9/12]** | | |  | |
| * The main legal rights of customers are not given or, if given, are merely listed as opposed to described * The legal rights described are incorrect or not those relating to customers | | * Two or more of the main legal rights of customers are described although their principal features may be limited | | * Several main legal rights of customers are thoroughly described in detail including all of their principal features | | |
| / 12  (min. of 6) | Pass or Referral |
| AC 1.2  Described an organisation’s commitments to customers | **Referral [ca. 3/12]** | | **Pass [6/12]** | | **Good Pass [ca. 9/12]** | | | **Assessor feedback on AC** | |
| * An organisation’s commitments to customers are not given or, if given, are merely listed or identified as opposed to described * Only one commitment to an organisation’s customers is described | | * Two or more of the organisation’s commitments to customers are described although their principal features may be incomplete | | * An appropriate range of the organisation’s commitments to customers are fully described and include their principal features | | |  | |
| / 12  (min. of 6) | Pass or Referral |

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| AC 1.3  Described the manager’s responsibilities in relation to customer service | **Referral [ca. 3/12]** | | **Pass [6/12]** | | **Good Pass [ca. 9/12]** | | **Assessor feedback on AC** | |
| * Less than two manager’s responsibilities in relation to customer service given or, if given, are inappropriate, minimal and/or merely listed as opposed to described * The manager’s responsibilities described do not relate to customer service | | * Two or more responsibilities of the manger in relation to customer service are described although the descriptions may be limited | | * Several appropriate responsibilities of the manger in relation to customer service are fully described in detail | |  | |
| / 12  (min. of 6) | Pass or Referral |
| **Section comments** (optional): | | | | **Verification comments** (optional): | | | | |
| **Learning Outcome / Section 2:** Understand customer service standards | | | | | | | | |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors**  *[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | | | | | | **Assessor feedback on AC** | |
| AC 2.1  Described the purpose of customer service standards | **Referral [ca. 3/12]** | | **Pass [6/12]** | | **Good Pass [ca. 9/12]** | |  | |
| * The purpose of customer service standards is not given or, if given, is incorrect, inappropriate or minimal and/ is merely listed, as opposed to described | | * The purpose of customer service standards is described although the features included are limited | | * The purpose of customer service standards is fully described in detail and includes the main features | |
| / 12  (min. of 6) | Pass or Referral |
| AC 2.2  Explained how customer service standards and procedures are used to meet customer needs | **Referral [ca. 3/12]** | | **Pass [6/12]** | | **Good Pass [ca. 9/12]** | | **Assessor feedback on AC** | |
| * An explanation is given of how customer service standards and procedures are used to meet customer needs but it is incorrect, inappropriate or minimal * Only customer service standards or only customer service procedures are explained but not both | | * How both customer service standards and procedures are used to meet customer needs is briefly explained | | * A step-by-step detailed explanation is given of both customer service standards and procedures are used to meet customer needs along with examples to enhance the explanation | |  | |
| / 12  (min. of 6) | Pass or Referral |
| **Section comments** (optional): | | | | **Verification comments** (optional): | | | | |
| **Learning Outcome / Section 3:** Know how to monitor customer service performance | | | | | | | | |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors**  *[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | | | | | | **Assessor feedback on AC** | |
| AC 3.1  Explained how an organisation monitors customer service against the standards set | **Referral [ca. 4/16]** | | **Pass [8/16]** | | **Good Pass [ca. 12/16]** | |  | |
| * How an organisation monitors customer service against the standards set is not explained to show how it works or is merely described * How an organisation monitors customer service is explained but is incorrect, inappropriate or minimal and/or the explanation is not related to set standards | | * How an organisation monitors customer service against the standards set is explained although the explanation given for the reasons for monitoring may be limited | | * How an organisation monitors customer service against the standards set is thoroughly explained in detail along with thorough reasons for monitoring and descriptions and/or examples to enhance the explanation | |
| / 16  (min. of 8) | Pass or Referral |
| AC 3.2  Explained how feedback on customer satisfaction can be used to improve performance in customer service | **Referral [ca. 6/24]** | | **Pass [12/24]** | | **Good Pass [ca.18/24]** | | **Assessor feedback on AC** | |
| * How feedback on customer satisfaction can be used to improve performance in customer service is not explained * How feedback on customer satisfaction can be used is explained but is incorrect, inappropriate or minimal and/or the explanation is not in terms of improving performance in customer service | | * How feedback on customer satisfaction can be used to improve performance in customer service is explained although the explanation may lack detail | | * A step-by-step detailed method for using How feedback on customer satisfaction can be used to improve performance in customer service is fully explained | |  | |
| /24  (min. of 12) | Pass or Referral |
| **Section comments** (optional): | | | | **Verification comments** (optional): | | | | |
|  | | | | | | **/ 100**  **TOTAL MARKS** | | |
| **Assessor’s Decision** | | | | **Quality Assurance Use** | | | | |
| **Outcome** (*delete as applicable*): **PASS / REFERRAL** | | **Signature of Assessor:**  **Date:** | | **Outcome** (*delete as applicable*): **PASS / REFERRAL** | | | **Signature of QA:**  **Date of QA check:** | |