**MARK SHEET –** Meeting Customer Needs

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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 customer care and the benefits of good customer care [28 Marks] | | | | | | | | | |
| **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**  *[comments not necessary in every box]* | |
| AC 1.1   * List basic principles associated with good customer care | **Referral [ca.7/28]** | | **Pass [14/28]** | | **Good Pass [ca.21/28]** | | |  | |
| * Less than two basic principles associated with good customer care are listed * At least two basic principles associated with good customer care are listed but are inappropriate | | * At least two basic principles associated with good customer care are listed | | * Several basic principles associated with good customer care are listed in detail | | |
| / 4  (min. of 2) | Pass or Referral |
| AC 1.2   * Outline a company’s customer care policy | * No recognisable company customer care policy is outlined * A customer care policy is outlined but is generic and does not focus on the workplace | | * A company's customer care policy is outlined although the outline may be brief | | * A detailed outline is given of a company’s customer care policy | | |  | |
| / 4  (min. of 2) | Pass or Referral |

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| AC 1.3   * Explain the benefits of an organisation having customer service standards | * There is no explanation of the benefits of an organisation having customer service standards * An explanation of the benefits of an organisation having customer service standards but in is minimal or incorrect | * An explanation of benefits of an organisation having customer service standards is given although is related implicitly rather than explicitly to the workplace | | * A detailed and explicit explanation is given of the benefits of an organisation having customer service standards * The explanation might also include the consequences of an organisation not having customer services standards |  | | |
| / 8  (min. of 4) | Pass or Referral | |
| AC 1.4   * Outline common barriers to good customer care | * No recognisable common barriers to good customer care are outlined * Less than two common barriers to good customer care are outlined | * Two or more common barriers to good customer care are outlined although the outlines may be brief | | * Several common barriers to good customer care are outlined in detail |  | | |
| / 4  (min. of 2) | Pass or Referral | |
| AC 1.5   * Describe examples of good practice in customer care | * Less than two examples of good practice in customer care are given * examples of good practice in customer care are merely listed or no descirption is given or, if described, are incorrect or inappropriate | * Two or more examples of good practice in customer care are described although the description may be limited. | | * Several examples of good practice in customer care are fully described |  | | |
| / 8  (min. of 4) | Pass or Referral | |
| **Assessment comments** (optional): | | | **Verification comments** (optional): | | | | |
| **Learning Outcome / Section 2:** Know how to meet customer needs [36 Marks] | | | | | | | |
| **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**  *[comments not necessary in every box]* | | |
| AC 2.1   * Describe the difference between internal and external customers | **Referral [ca.9/36]** | **Pass [18/36]** | | **Good Pass [ca.27/36]** |  | | |
| The difference between internal and external customers are merely stated or listed as opposed to described   * A description is given of the difference between internal and external customers **but** the description is incorrect, inappropriate or minimal | * The difference between internal and external customers is described although the description may be limited | | * A thorough and detailed description is given of the difference between internal and external customers * The differences described may be supported by relevant examples |
| / 8  (min. of 4) | Pass or Referral | |
| AC 2.2   * Identify the needs and expectations of a customer | * The needs and expectations of a customer is identified **but** is minimal or inappropriate * The needs and expectations of a customer are not identified | * Identification of the needs and expectations of a customer is made although the identification may be limited | | * Detailed and thorough identification is made of the needs and expectations of a customer |  | | |
| / 4  (min. of 2) | Pass or Referral | |
| AC 2.3   * Explain why it is important to meet or exceed customer expectations | * No explanation is given of the importance of why it is important to meet or exceed customer expectations, or if given, explanation is incorrect or inaccurate * The importance of to meeting or exceeding customer expectations is merely stated or listed as opposed to explained | * The importance of why it is important to meet or exceed customer expectations explained although he explanation may be limited | | * The importance of why it is important to meet or exceed customer expectations is explained in detail * Examples are given to enhance the explanation |  | | |
| / 12  (min. of 6) | Pass or Referral | |
| AC 2.4  Explain how to effectively deal with complaints in own area of responsibility | * No explanation is given of how to effectively deal with complaints in own area of responsibility, or if given is incorrect or inaccurate * An explanation is given of how to effectively deal with complaints but is not recognisably related to own area of responsibility | * An explanation of how to effectively deal with complaints is given although is related implicitly rather than explicitly to own area of responsibility | | * A detailed and explicit explanation is given of how to effectively deal with complaints in own area of responsibility |  | | |
| / 8  (min. of 4) | | Pass or Referral |
| AC 2.5   * Describe how to deal with difficult customer(s) behaviour | * How to deal with difficult customer(s) behaviour is merely stated, as opposed to described * A description is given of how to deal with difficult customer(s) behaviour **but** it is incorrect or inappropriate | * A description is given of how to deal with difficult customer(s) behaviour, although the description may be limited | | * A thorough and detailed description is given of how to deal with difficult customer(s) behaviour |  | | |
| / 4  (min. of 2) | | Pass or Referral |
| **Assessment comments** (optional): | | | **Verification comments** (optional): | | | | |

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| **Learning Outcome / Section 3:** Understand the importance of collecting, storing and interpreting customer feedback [36 Marks] | | | | | |
| **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**  *[comments not necessary in every box]* | |
| AC 3.1  Explain the importance of customer feedback | **Referral [ca.9/36]** | **Pass [18/36]** | **Good Pass [ca.27/36]** |  | |
| * No explanation is given of the importance of customer feedback * An explanation is given but is incorrect or inaccurate | * The importance of customer feedback is explained although the explanation may be brief | * A clear and detailed explanation is given of the importance of customer feedback |
| / 8  (min. of 4) | Pass or Referral |
| AC 3.2  Describe different methods of collecting formal and informal feedback from customers | * Less than two methods of collecting formal and informal feedback from customers are described * Different methods of collecting formal and informal feedback from customers are merely stated or listed, as opposed to described | * At least two different methods of collecting formal and informal feedback from customers are described although the description may be limited | * A range of different methods of collecting formal and informal feedback from customers are described in detail * The various methods described may be enhanced with examples |  | |
| / 8  (min. of 4) | Pass or Referral |
| AC 3.3  Explain how to interpret feedback from customers | * No explanation is given of how to interpret feedback from customers * An explanation is given but is incorrect or inaccurate | * An explanation is given of how to interpret feedback from customers but is limited | * A clear and detailed explanation is given of how to interpret feedback from customers |  | |
| / 8  (min. of 4) | Pass or Referral |
| AC 3.4    Describe how to improve customer satisfaction | * Little or nothing is given on how to improve customer satisfaction * How to improve customer satisfaction is described but is inappropriate or minimal | * How to improve customer satisfaction is described although the description may be limited | * How to improve customer satisfaction thoroughly described in detail |  | |
| / 8  (min. of 4) | Pass or Referral |

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| AC 3.5    Outline implications of the Data Protection Act for collecting, storing and using customer feedback | * The implications of the Data Protection Act are outlined but do not include the collection or storage or use of customer feedback * The implications of the Data Protection Act for collecting, storing and using customer feedback are outlined but is minimal or incorrect * Only one implication of the Data Protection Act for collecting, storing and using customer feedback is outlined | * Two or more implications of the Data Protection Act for collecting, storing and using customer feedback are outlined although the outline may be brief | | * A detailed outline of several implications of the Data Protection Act for collecting, storing and using customer feedback is given | |  | | |
| / 4  (min. of 2) | | Pass or Referral |
| **Assessment comments** (optional): | | | **Verification comments** (optional): | | | | | |
|  | | | | | **/ 100** | | **TOTALMARKS** | |
| **Assessor’s Decision** | | | **Quality Assurance Use** | | | | | |
| **Outcome** (*delete as applicable*): **PASS / REFERRAL** | | **Outcome** (*delete as applicable*): **PASS / REFERRAL** | | | | **Date of QA check:** | | |