**MARK SHEET – Satisfying customer 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:** Know how to satisfy customer requirements[100 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* Identify internal and external customers
 | **Referral [ca.2/8]** | **Pass [4/8]** | **Good Pass [ca.6/8]** |  |
| * Less than two internal and/or less than two external customers are identified
* Internal and external customers are identified but they are incorrect or inappropriate
 | * At least two internal and at least two external customers are correctly and appropriately identified
 | * An identification is given of several internal and several external customers and their needs and the relationship with each are also identified
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| / 8(min. of 4) | Pass or Referral |
| AC 1.2* Explain how customer needs are identified
 | **Referral [ca.6/24]** | **Pass [12/24]** | **Good Pass [ca.18/24]** |  |
| * The identification of customer needs is discussed in general **but** there is no explanation of how it is done
* How to identify customers is explained **but** not the identification of their needs
* How to identify customer needs is explained **but** the explanation is incorrect, inappropriate and/or minimal
 | * How to identify customer needs is correctly and appropriately explained although the explanation may be limited
 | * How to identify customer needs is thoroughly explained in detail
* A full and detailed explanation is given of how to identify different types of customers, their expectations and needs
* Examples are given to enhance the explanation
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| / 24(min. of 12) | Pass or Referral |
| AC 1.3* Explain how service level agreements and customer satisfaction levels are set and monitored
 | **Referral [ca.7/28]** | **Pass [14/28]** | **Good Pass [ca.21/28]** |  |
| * How service level agreements and customer satisfaction levels are set and monitored is merely identified or described, as opposed to explained
* An explanation is given of how service level agreements and customer satisfaction levels are set and monitored **but** the explanation is incorrect, inappropriate and/or minimal
* How service level agreements are set and monitored is explained **but** not customer satisfaction levels or customer satisfaction levels are explained **but** not service level agreements
 | * An appropriate explanation is given of how service level agreements and customer satisfaction levels are set and monitored although the explanation of one or the other may be limited
 | * A detailed explanation is given of how both service level agreements and customer satisfaction levels are set and monitored with a description of the measures (e.g. performance indicators) used with examples enhance the explanation
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| / 28(min. of 14) | Pass or Referral |
| AC 1.4* Interpret feedback and simple performance indicators to identify how well customer requirements are being met
 | **Referral [ca.5/20]** | **Pass [10/20]** | **Good Pass [ca.15/20]** |  |
| * Feedback and simple performance indicators are discussed in general **but** there is nointerpretation
* Some non-specific interpretation is carried out of feedback and simple performance indicators **but** this interpretation does not identify how well customer requirements are being met
* Feedback and simple performance indicators are interpreted to identify how well customer requirements are being met **but** does not lead to any finding/conclusion being given
 | * Feedback and at least two simple performance indicators are correctly and appropriately interpreted to identify how well customer requirements are being met and, although the interpretation may be limited, the interpretation leads to some finding/conclusion being made and given
 | * Feedback and several performance indicators are thoroughly interpreted to identify how well customer requirements are being met and several detailed findings/conclusions are made and given
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| / 20(min. of 10) | Pass or Referral |
| AC 1.5* Outline actions that can be taken to address performance in meeting customer needs
 | **Referral [ca.5/20]** | **Pass [10/20]** | **Good Pass [ca.15/20]** |  |
| * Less than two actions that can be taken to address performance in meeting customer needs are outlined
* Actions that can be taken to address performance in meeting customer needs are merely stated, as opposed to outlined, or are incorrect or inappropriate
 | * At least two correct and appropriate actions that can be taken to address performance to meet customer needs are outlined although their potential for performance improvement may be more implicit than explicit
 | * Several correct and appropriate actions that can be taken to address performance to satisfy and exceed customer needs are described, as opposed to merely outlined, and their potential for performance improvement is explicitly made clear along with an outline of how the actions would produce a performance improvement
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| / 20(min. of 10) | Pass or Referral |
| **Assessment comments** (optional): | **Verification comments** (optional): |
|  | **/ 100** | **TOTALMARKS** |
| **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:** |