



This answer book will only be marked and certificated if this is completed by the learner AND prison staff

Learner Statement of Authenticity

By returning this answer book you are confirming that the work contained is entirely your work and does not include any work completed by anyone other than yourself. You also confirm that you have completed the assignment/portfolio in accordance with the instructions given by your establishment.

Learner Prison No. in CAPITAL LETTERS

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Prison:

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Learner's Initials:

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Date:

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Establishment Confirmation of Authenticity

I confirm that the above-mentioned learner, to the best of my knowledge, is the sole author of this completed answer book.

Staff Name:

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Signed:

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Date:

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STAFF USE ONLY

| Date Issued | Date Marked | Assessor Initials | Result | |
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Contents

| | |
|---------------------------|----|
| How it Works | 3 |
| Episode Guide | 4 |
| Learning Outcomes..... | 5 |
| Knowledge Check | 6 |
| Learning Evaluation | 20 |
| Distance Travelled | 20 |
| Course Feedback | 22 |

How it works

Welcome to your Way2Learn course.

This course is designed to enable access to education for all – whether in-cell or in your establishment's education facility.



To complete this course, you will need to watch all of the episodes. Times for each episode are provided on the next page.



You can request a copy of the episode transcript from your Distance Learning Coordinator or Learning and Skills Manager if you need to revisit any of the information.



If you have any difficulties in completing this course, please speak to a suitable peer mentor or member of staff for some help.



Once completed, return your answer book to the appropriate member of staff. After it has been received, it can take up to 3 weeks to be assessed and issued a certificate.



You can ask a member of staff for a copy of our policies and practices for further details.

Episode Guide

Customer Service



Tuesday/Thursday

| Content Guide | Tuesday | Thursday |
|---|--------------------------------|---------------|
| Ep 1: The Principles of Customer Service This episode looks at the Principles of Customer Service and helps you to understand why good customer service is so important. | 12:00 (am & pm) | 6:00pm |
| Ep 2: Planning and Delivery Episode two in this series explores how organisations plan and deliver their customer service. We take a look at some of the different roles within a customer service team and some of the key aspects that need to be considered. | 12:23 (am & pm) | 6:23pm |
| Ep 3: Working in Customer Service Gain a better understanding of how to work in a customer service role, learn the importance of professionalism and how personal behaviour can positively affect the customer experience. | 12:46 (am & pm) | 6:46pm |
| Ep 4: Working in a Team Our final episode will help you to further understand how to work as part of a customer service team, looking at different sources of information and how to use them effectively. | 1:09 (am & pm) | 7:09pm |

Learning Outcomes



1. Understand why good customer service is important.
2. Know how to deliver customer satisfaction effectively.
3. Know how an organisation plans and delivers customer service.
4. Explain the required standards of professionalism in a customer service role.
5. Understand how to follow an organisation's practices and procedures and work as part of a team.

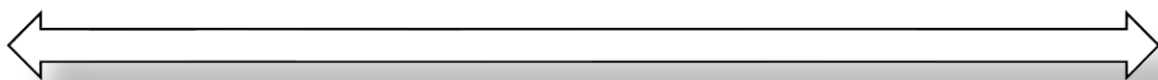
Starting Out

Consider the learning outcomes above.

On a scale of 1 -10, how would you rate your knowledge of '**Customer Service**' before starting this course?

(Please tick the appropriate box)

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Low

High

At the end of this course, you will have the opportunity to rate your knowledge once more.

Knowledge Check

To pass this course you will need to correctly answer **80%** of the questions.
This equates to **26** correct answers out of the 32 marks available.



Episode 1

Question 1

What is customer service?

(Please tick the appropriate box)

| | | |
|----------|--|--|
| A | Taking care of the customer's needs | |
| B | Delivering professional, helpful and high-quality assistance | |
| C | Meeting the needs, desires and expectations of the customer | |
| D | All of the above | |

Question 2

How does good customer service contribute to business success?

(Please tick the appropriate box)

| | | |
|----------|---|--|
| A | It allows businesses to charge higher prices without improving their service | |
| B | It helps businesses attract repeat customers, build a strong reputation, and grow | |
| C | It ensures that customers never complain, even if mistakes happen | |
| D | It reduces the need for businesses to compete with others in the market | |

Question 3

Describe what is meant by an 'internal customer'.

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Question 4

Describe what is meant by an 'external customer'.

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Question 5

True or False:

You should treat your colleagues and employees the same way as you would your customers?

(Please tick the appropriate box)

| | | |
|----------|-------|--|
| A | True | |
| B | False | |

Question 6

What could happen if a customer experiences bad customer service?

(Please tick the appropriate box)

| | | |
|----------|--|--|
| A | They will always complain to management before deciding what to do | |
| B | They will usually return to see if service improves over time | |
| C | They might leave a negative review online | |
| D | They will always assume the poor service was a one-off and ignore it | |

Question 7

Why is it cheaper for businesses to retain existing customers than to attract new ones?

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Episode 2

Question 1

Describe what is a 'service offer'.

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Question 2

Match the type of customer service offer to the correct description.

(Write your answer in the box provided)

| <u>Service Offer</u> | | <u>Description</u> | |
|----------------------|-----------------|---|--|
| A | After Sales | A telephone line or online communication offering immediate support for customers. | |
| B | Helpline | A newsletter or source of information such as social media for customers to get more out of a product or service. | |
| C | Tips and Advice | Providing support for the customer after they buy your product or service. | |

Question 3

A customer is becoming aggressive after being told they cannot return an item. How should you respond?

(Please tick the appropriate box)

| | | |
|---|---|--|
| A | Raise your voice to match their tone so they see you are in control | |
| B | Stay calm, listen, and ask them how the issue can be resolved | |
| C | Ignore them until they calm down | |
| D | Immediately offer them a full refund, even if it's against policy | |

Question 4

True or False:

Health and Safety is **NOT** part of customer service?

(Please tick the appropriate box)

| | | |
|---|-------|--|
| A | True | |
| B | False | |

Episode 3

Question 1

Join the type of customer service role and the correct list of actions with a line.

(Write your answer in the box provided)

| <u>Service Role</u> | | <u>Description</u> | |
|---------------------|----------------------------|---|--|
| A | Customer Service Assistant | <ul style="list-style-type: none"> Leading and motivating a team Handling more complex complaints and queries Authorising refunds and compensation | |
| B | Customer Service Advisor | <ul style="list-style-type: none"> Maintaining and improving relationships Resolving customers' issues Escalate complaints to a manager | |
| C | Customer Service Manager | <ul style="list-style-type: none"> Handling general enquiries and complaints Working over the phone, face-to-face or online | |

Question 2

You are working at a hotel reception desk. A guest arrives and looks confused and unsure about where to check in. They glance around but don't approach you.

How would you professionally greet and assist the guest to ensure they feel welcomed and valued?

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Question 3

Which aspects of poor customer service were demonstrated in the YouTube clip shown in this episode?

(Please tick **all** the appropriate boxes)

| | | |
|----------|---|--|
| A | Overly attentive to customer needs | |
| B | Ignoring colleagues and customers | |
| C | Argues aggressively with a customer | |
| D | Taking a personal call when dealing with a customer | |
| E | Sloppy appearance | |
| F | Eating a sandwich at the reception counter | |

Question 4

What best describes professionalism in customer service?

(Please tick the appropriate box)

| | | |
|----------|--|--|
| A | Following company rules strictly without consideration for customer needs | |
| B | Prioritising efficiency over customer interaction | |
| C | Focusing on getting through as many tasks as possible in a day | |
| D | Being competent, representing the company's values, and respecting customers | |

Question 5

True or False:

How we answer the phone to a customer can demonstrate our professionalism?

(Please tick the appropriate box)

| | | |
|----------|-------|--|
| A | True | |
| B | False | |

Episode 4

Question 1

What is key for a team to be effective?

(Please tick the appropriate box)

| | | |
|----------|--------------------------------|--|
| A | Generous company benefits | |
| B | Staff social nights out | |
| C | Good communication | |
| D | No breaks during working hours | |

Question 2

Why is it important for a team to have members with different strengths?

(Please tick the appropriate box)

| | | |
|----------|---|--|
| A | Because diverse skills improve problem-solving and teamwork | |
| B | Because not all staff need to contribute equally | |
| C | Because teamwork is only important in large businesses | |
| D | Because it prevents employees from having to develop new skills | |

Question 3

True or False:

It is important to know all of the offerings your company provides to customers?

(Please tick the appropriate box)

| | | |
|----------|-------|--|
| A | True | |
| B | False | |

Question 4

What customer information needs to be protected and kept confidential?

(Please tick the appropriate box)

| | | |
|----------|----------------------------------|--|
| A | Eye and hair colour | |
| B | Name, bank account details | |
| C | Which product was purchased | |
| D | The time a product was purchased | |

Question 5

According to the video on DPA, how many pieces of information are stored about the average person each week?

(Please tick the appropriate box)

| | | |
|----------|-------|--|
| A | 1,000 | |
| B | 2,000 | |
| C | 3,000 | |
| D | 4,000 | |

Question 6

A customer service employee is handling customer data. What is their responsibility under data protection laws?

(Please tick the appropriate box)

| | | |
|----------|--|--|
| A | To delete all customer records after every transaction | |
| B | To keep data secure, only collect necessary information, and follow legal guidelines | |
| C | To share customer information with other departments freely | |
| D | To only protect financial details, not personal information | |

Question 7

Treating customers fairly and equally has the following benefits:

(Please tick **all** the appropriate boxes)

| | | |
|----------|--|--|
| A | Meets a legal a moral obligation | |
| B | Encourages customers to come back | |
| C | Helps you increase your salary | |
| C | Makes the day go quicker | |
| D | This means you can leave early | |
| E | Helps give your organisation a good reputation | |

Question 8

Watch the clip of a visually impaired customer arriving at a hotel.

Which aspects of the interaction were good examples of customer service?

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Question 1 (Episode 1)

How would you respond to the customer to ensure they leave with a positive impression, even if their experience was not ideal?

Question 2 (Episode 2)

Scenario: You are working in a furniture showroom, and a customer is upset because the sofa they wanted is out of stock. They raise their voice and say, “This is a waste of my time! Why have it on display if I can’t buy it today?”

How would you handle this situation professionally while maintaining good customer service? Explain the steps you would take.

Word Count: 50-100 words, (2 marks available)

Question 3 (Episode 3)

Scenario: You are working in a call centre for a broadband provider. A customer calls in, angry because their internet has been down for two days. They say they are thinking about switching to another company.

How would you professionally handle the situation to try and retain the customer while following company procedures?

Word Count: 50-100 words, (2 marks available)

Question 4 (Episode 3)

Scenario You are part of a housekeeping team in a hotel. A colleague refuses to help when you ask for assistance in preparing a room quickly for a guest who has arrived early. They say, “It’s not my job to rush for one guest.”

How would you explain the importance of teamwork in customer service and suggest a way to resolve the situation professionally?

Word Count: 50-100 words, (2 marks available)

Learning Evaluation

You must comment on the three most important things you have learnt and complete distance travelled.

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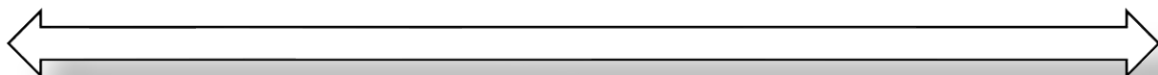
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Distance Travelled

Now that you have completed this course, on a scale of 1 -10, how would you rate your knowledge of Customer Service?

(Please tick the appropriate box)

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|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
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Low

High

End of Knowledge Check

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Course Feedback – Customer Service

TO QUALIFY FOR A MUG OR WATER BOTTLE YOU MUST COMPLETE IN FULL, THE LEARNING EVALUATION. THIS IS A VOLUNTARY SUBMISSION. IF YOU DO NOT COMPLETE THIS YOUR WORKBOOK WILL STILL BE MARKED AND CERTIFICATED, BUT YOU WILL NOT BE ELIGIBLE FOR ANY OF OUR INCENTIVISED GIFTS.

Please clearly write your full name here:

We value your feedback. Please rate each aspect on the scale below:

1. The quality, style and tone of the videos.

1 2 3 4 5 6 7 8 9 10

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Low

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2. The clarity of the answer book.

1 2 3 4 5 6 7 8 9 10

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Low

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3. Your enjoyment of this course.

1 2 3 4 5 6 7 8 9 10

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Low

High

Please tell us what you enjoyed most about this course

Please give us one suggestion to improve this course
