



ICM

SEPTEMBER 2015

CUSTOMER SERVICE

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. It is widely recognised that customers have FIVE basic needs. Analyse EACH of these basic needs and give examples of how they can be met. [20]
 2. 'The best companies take a strategic approach to customer service.' Explain the steps that should be taken to develop an effective customer service strategy. [20]
 3. Companies devote considerable attention and resources to finding out how satisfied customers are with their products. Review the methods available to a company to obtain information about customer satisfaction with its goods. [20]
 4. Every company wants a motivated and engaged customer service workforce. However, employees themselves have a part to play in this. Analyse the ways in which customer service staff can motivate themselves. [20]
 5. Review the methods and approaches available to a manager to empower their customer service staff. [20]
 6. Analyse the main categories of challenging customers that an organisation is likely to encounter and explain the approach that should be taken to deal with EACH category. [20]
 7. Explain the methods available to a company to reward customer service staff for excellent performance. [20]
 8. Explain what customer attributes are and assess their significance to the effective planning of customer services by an organisation. [20]