



# ICM

DECEMBER 2016

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. Analyse the main categories of challenging customers and explain the approach that should be taken to deal with EACH. [20]
  2. Effective listening is a key skill in delivering the highest standards of customer service. Identify and review the factors that could cause customer service staff to have poor listening skills. [20]
  3. 'An effective customer service representative must be credible.' Explain how customer service staff can develop personal credibility. [20]
  4. Evaluate the significance of providing a good level of customer service to the internal staff of a company. [20]
  5. Review the approaches available to a customer service representative to enhance their negotiating skills. [20]
  6. Analyse the characteristics of a company that is typically seen as having a good reputation for customer service. [20]
  7. Set out and explain the steps that a company should take to develop a comprehensive customer service strategy. [20]
  8. Explain why, despite the deployment of considerable resources, the delivery of excellent customer service is so rare. [20]