



ICM

JUNE 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. There are a number of commonly recognised barriers to effective problem solving and decision making by customer service staff. Analyse the key barriers. [20]
 - 2. Analyse the characteristics of effective leaders in the context of the delivery of high standards of customer service. [20]
 - 3. Effective customer service is based on a sound understanding by a company of its customers. Analyse:
 - a) the main types of customer attributes [10]
 - b) the significance of segmentation in customer service [10]
 - 4. Customers are widely recognised as having FIVE basic needs. Analyse EACH of these, supporting your answer with relevant examples. [20]
 - 5. A planned approach to develop a customer service strategy is critical if the task is to be completed successfully. Set out and review the steps involved in developing an effective customer service strategy. [20]
 - 6. Rewarding staff for the delivery of high standards of customer service should be part of any strategy. Explain how staff can be rewarded for delivering excellent customer service. [20]
 - 7. Analyse the skills and techniques that customer service staff can adopt to support effective listening. [20]
 - 8. It is important for staff to have credibility in dealing with customers. Explain how staff can develop credibility. [20]