



# ICM

MARCH 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. A variety of reasons have been identified to explain why organisations fail to deliver the very highest standards of customer service. Explain the main reasons. [20]
  2. Review the characteristics typically associated with companies that have a good reputation for customer service. [20]
  3. Conflict with customers should be avoided. However, this is not always achievable. Analyse the techniques that should be adopted when encountering conflict with a customer. [20]
  4. Explain why companies with a good reputation for customer service focus on the needs of their internal customers as well as those outside the organisation. [20]
  5. Exceeding the expectations of your customers is a challenging but important goal in terms of business success. Assess how a customer service representative could plan to exceed the expectations of their customers. [20]
  6. Empowering staff is an integral part of the delivery of an effective customer service strategy. Review the ways in which an organisation can empower its customer service staff. [20]
  7. Obtaining customer intelligence is a high priority for most companies. Explain the ways in which companies can obtain the views of their customers. [20]
  8. Review the various categories of challenging customers and explain how EACH should be managed. [20]