

Download this Worksheet and save a copy to your desktop before you start writing in it – otherwise, you may lose your work!

Learner Assessment Worksheet

Learning outcome 1: Understand the benefits to the organisation of good customer service

- 1.1 Identify examples of good practice in customer service
- 1.2 Outline reasons why good customer service is important for an organisation

Name:

Date:

Task 1

Think about a time when you bought something and had a positive experience. It might have been at the supermarket checkout or getting support to sort out a problem with your laptop.

- Tell us about the positive experience, and list everything you can think of that made your experience good.
- Outline the main reason you think good customer service is important for an organisation.

[Answer the question by typing directly into the box.]

Task 2

Think about a time when you bought something and had a negative experience. It might have been in a clothes shop or trying to pay a bill online.

Make a list of everything you can think of that made your experience bad.

A large, empty rectangular box with a light yellow background and a thin dark blue border, intended for the student to write their answer.

[Answer the question by typing directly into the box.]

Task 3

Describe two mistakes that could be made by a company.

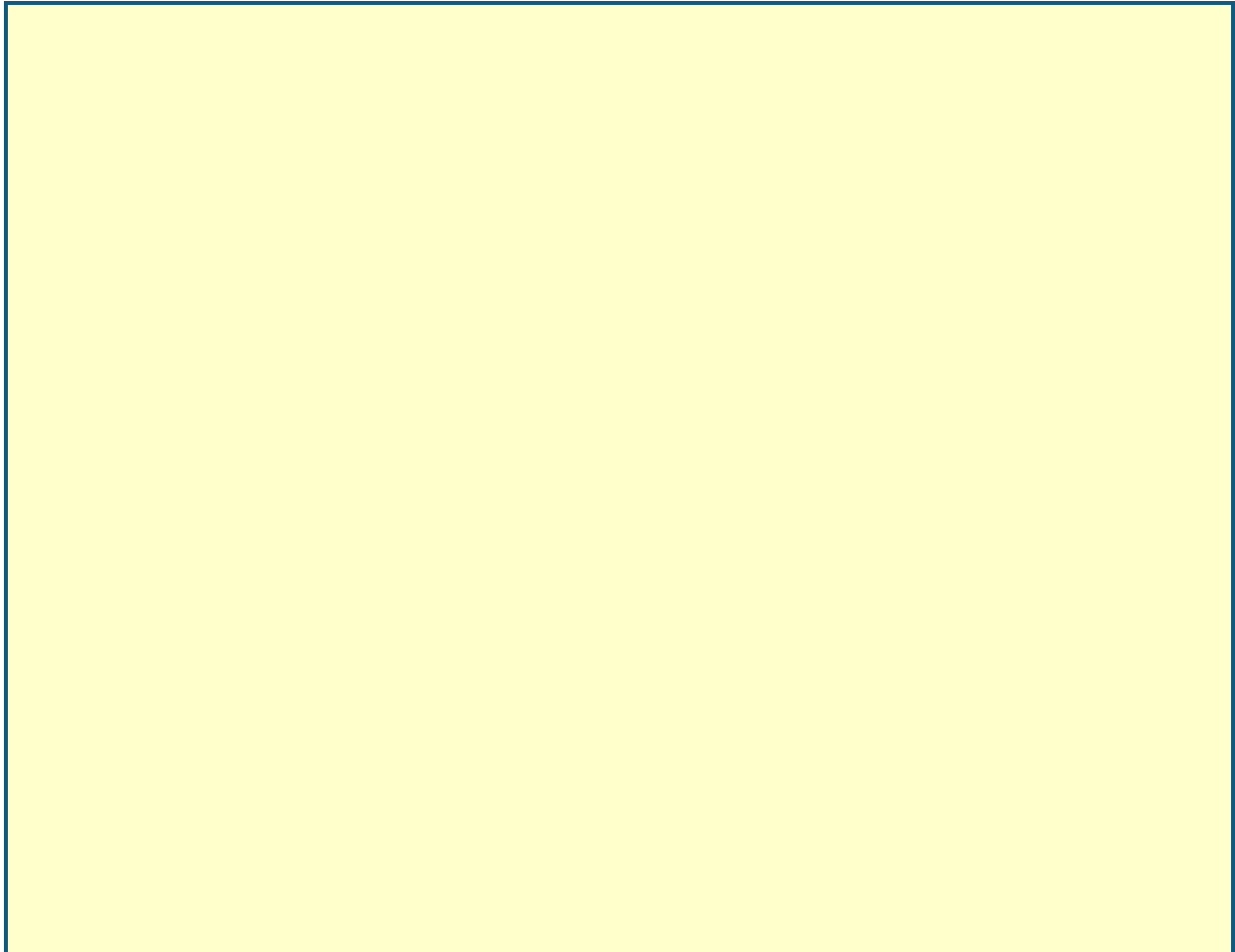
Explain the steps you could take to put these mistakes right.

[Answer the question by typing directly into the box.]

Task 4

Identify a good customer service story on social media. Write a short description of the story.

Outline three reasons why good customer service is important for the company or organisation in the social media story.

A large, empty yellow rectangular box with a thin blue border, intended for the student to write their answer to the task questions.

[Answer the question by typing directly into the box.]

Remember to save your Worksheet ready to upload for assessment.