

Assignment Task for Unit Meeting Customer Needs



Centre Number: 057700		Centre Name: Gloucestershire Enterprise Ltd	
Assignment No: 8600-255		Level: 2	Credits: 2
<p>TASK</p> <p>This task is to enable you to develop an understanding of customer needs and how to effectively meet them as required by a practising or potential team or cell leader.</p> <p>Drawing upon your own experiences in meeting customer needs prepare a presentation or report which addresses each of the assessment criteria listed below. It is suggested that using these criteria as the basis for the structure of the report or presentation will ensure that none are overlooked. Whenever possible use specific examples to illustrate your answers.</p> <p>NOTE:</p> <p><i>You may want to relate your answers to an organisation that you work in. If you are not currently working within an organisation, then you may complete this task in relation to an organisation with which you are familiar. This could include experience working in a voluntary capacity. You should plan to spend approximately 15 hours preparing for and writing or presenting the outcomes of this assignment for assessment. The 'nominal' word count for this assignment is 800 words: the suggested range is between 500 and 1200 words.</i></p> <p><i>A presentation is likely to last between 8 to 15 minutes and to be accompanied by suitable notes and visual aids</i></p> <p><i>Check your assignment carefully prior to submission using the assessment criteria.</i></p>			
<i>Please use the sub-headings shown below when structuring your Assignment</i>		Assessment Criteria	
Understand customer care and the benefits of good customer care 28	<ul style="list-style-type: none"> List basic principles associated with good customer care 4 Outline a company's customer care policy 4 Explain the benefits of an organisation having customer service standards 8 Outline common barriers to good customer care 4 		
Know how to meet customer needs 36	<ul style="list-style-type: none"> Describe examples of good practice in customer care 8 Describe the difference between internal and external customers 8 Identify the needs and expectations of a customer 4 Explain why it is important to meet or exceed customer expectations 12 Explain how to effectively deal with complaints in own area of responsibility 8 Describe how to deal with difficult customer(s) behaviour 4 		
Understand the importance of collecting, storing and interpreting customer feedback 36	<ul style="list-style-type: none"> Explain the importance of customer feedback 8 Describe different methods of collecting formal and informal feedback from customers 8 Explain how to interpret feedback from customers 8 Describe <u>how</u> to improve customer satisfaction 8 Outline some implications of the Data Protection Act for collecting, storing and using customer feedback 4 		
By submitting I confirm that this assignment is my own work			