



GCE

Applied Business

Unit **F243**: The Impact of Customer Service

Advanced Subsidiary GCE

Mark Scheme for June 2017

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.













Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Annotations

These are the annotations used in the detailed Mark Scheme (to include abbreviations and subject-specific conventions)

Annotation	Meaning
	Unclear
	Benefit of doubt
	Cross
	Level 1
	Level 2
	Level 3
	Level 4
	Not answered question
	Own figure rule
	Repeat
	Noted but no credit given
	Tick
NUT	No use of text

Question			Answer	Mark	Guidance
1	a		<p>Indicative content:</p> <ul style="list-style-type: none"> • Help and support given to people who use a business • Help or support for employees • Delivery of a service to internal or external customers • Intangible factor e.g. the way you look after customers <p>Exemplar response:</p> <p>Support given to people who use a business (1) and the help given to employees (1)</p>	2	<p>AO1 – 2</p> <p>Up to two marks.</p> <p>Do not award descriptions of marketing, image or communication.</p>
1	b	i	<p>Indicative content:</p> <ul style="list-style-type: none"> • Residents of Belltop • Families • Toddlers • Migrant workers • Parents • Retired people 	3	<p>AO2 – 3</p> <p>One mark for each identification up to a maximum of three identifications.</p> <p>Must be from the case study.</p> <p>Accept 'families with toddlers' for two marks.</p>
1	b	ii	<p>Indicative content:</p> <ul style="list-style-type: none"> • Clean Café • Short waiting times for computer access • Clear aisles between book racks • Accessible shelves • Books filed properly 	4	<p>AO2 – 4</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <p>Examples must be from the case.</p>

Question			Answer	Mark	Guidance
			<ul style="list-style-type: none"> • Consistent customer service from volunteers • Reasonable availability of computers • Wheelchair access to library • Help with computer access 		
1	b	iii	<p>Indicative content:</p> <ul style="list-style-type: none"> • Books left on the floor • Books misfiled • Limited access to the books on the shelves for wheelchair users • Inconsistent customer service by volunteers • Poor food hygiene in cafe • Inability to show how to log onto the computer • Long waiting times for computer access 	4	<p>AO2 – 4</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <p>The examples must be from the case study.</p>
1	c		<p>Indicative content:</p> <ul style="list-style-type: none"> • Poor reputation • Reduction in customer satisfaction • Poor staff motivation • Reduced number of visitors/customers • Poor member retention • Closure <p>Exemplar response:</p> <p>Inconsistent customer service may lead to a reduced number of library members visiting (1). If the library members do not know whether they will be given the right information when looking for a book they may decide not to go to the library (1).</p>	4	<p>AO1 – 2 AO2 – 2</p> <p>One mark for each correct identification to a maximum of two identifications plus one mark for each of two explanations.</p> <p>Allow generic context</p> <p>Do not award taken to court or fined.</p> <p>Second mark must be a clear explanation, beware of repetition and second point being made rather than explanation.</p>

Question			Answer	Mark	Guidance
1	d		<p>Indicative content:</p> <ul style="list-style-type: none"> • Improves visitor loyalty • Improves return visits/repeat sales • Improves reputation • Encourages support • Supports growth • Gives an edge over private providers • Attract new customers • Increases revenue • Staff will be proud to work there • Motivates workforce and volunteers <p>Exemplar response: A high standard of customer service is important to Witshire Library Services because it improves customer satisfaction (1). This may lead to an increase in visitor numbers as they feel they have a quality experience (1).</p>	6	<p>AO1 – 3 AO2 – 3</p> <p>One mark for each correct identification up to a maximum of three identifications plus a further one mark for each of three explanations.</p> <p>Explanation must be in context.</p> <p>Second mark must be a clear explanation, beware of repetition and second point being made rather than explanation.</p>
1	e		<p>Use level of response criteria.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Lack of training • Lack of knowledge • Lack of professionalism • Additional manpower • Share workload 	12	<p>AO1:3 AO2:3 AO3:3 AO4:3 NB: this question assesses QWC</p> <p>Level of response:</p> <p>Level 4: [10-12 marks] candidate evaluates whether using volunteers provides visitors to <i>Belltop Library</i> with a high quality of customer service.</p> <p>Level 3: [7-9 marks] candidate analyses benefits and drawbacks to visitors of <i>Belltop Library</i> providing with a high quality of customer service.</p> <p>Level 2: [4-6 marks] candidate applies knowledge and understanding of how using volunteers would provide visitors</p>

Question			Answer	Mark	Guidance
			<p>Exemplar response:</p> <p>A volunteer can provide additional manpower to help visitors (L1) for example giving more time to deal with requests to find a book (CONT). (L2). This may lead a higher quality of customer service (L3). On the other hand, if the volunteers behave unprofessionally (L2) or if they do not know what they are doing on the computer (CONT), then the quality of assistance would be lower than when paid staff are used (L3). Overall, the key issue is probably the quality of the help provided by the volunteers in serving at the internet café for example (CONT). In <i>Belltop Library's</i> case the volunteers have not been trained and therefore although they appear to be doing more things with the increase in the amount of services provided, the quality of customer service would appear to be of a low quality (L4).</p>		<p>to <i>Belltop Library</i> with a high quality of customer service.</p> <p>Level 1: [1-3 marks] candidate identifies how using volunteers would impact on the quality of customer service.</p> <p>Please indicate each time a candidate achieves a particular level as this will help to allocate marks within that level.</p> <p>Context should be annotated every time L2/L4 is awarded with the (CONT) annotation.</p> <p>Non-contextual answer max Level1.</p> <p>L2: Must contain more context than name-dropping. e.g. <i>Belltop Library</i> on its own is insufficient.</p>
2	a		<p>Indicative Context:</p> <ul style="list-style-type: none"> • A professional service • More skilled and experienced • Independent from the organisation under review • Less bias than internal staff • Less management time needed • More confidential/objective than internal staff doing the work • More consistent than if staff do the research as they may leave • More accurate assessment 	4	<p>AO1 – 4</p> <p>One mark for each correct identification up to a maximum of four identifications.</p>

Question			Answer	Mark	Guidance
2	b		Indicative content: <ul style="list-style-type: none"> • Email/Face to Face/ Postal/Written Questionnaire • Informal Questioning by staff/volunteers • Formal Meeting • Focus Group • Online Rating and Comment System 	3	AO1 – 3 One mark for each correct identification up to a maximum of three identifications. Maximum one mark for Questionnaire. Do not award 'comment box' or 'comment book' as these are excluded by the question.
2	c		Indicative content: <ul style="list-style-type: none"> • Find out what visitors want • Meet visitors' current needs • Meet visitors' future needs • Identify areas for improvement/opportunities • Supports decision making • Supports marketing activities • Customers feel they are being listened to and their ideas count 	4	AO1 – 4 One mark for each correct identification up to a maximum of four identifications. No context required.
3	a	i	Indicative content: <ul style="list-style-type: none"> • Guidelines for staff on how to operate when handling customers • Service level statement for visitors from an organisation on how they will be treated • Commitment to the level of service performance from the council to its customers • Set of procedures or rules for how to treat customers 	1	AO1 – 1 For one mark. Response must contain element of the customer and service to be awarded.
3	a	ii	Indicative Content:	3	AO1 – 1 AO1 – 2

Question			Answer	Mark	Guidance
			<ul style="list-style-type: none"> • Provides guidelines • Identifies potential gaps in service • Establishes training needs • Informs potential visitors of what to expect • Provides potential consistency of service • Shows how staff should operate the service • Helps to prevent poor behaviour if guidelines are followed for service • Signals to customers the organisation is serious about customer service <p>Exemplar response:</p> <p>The Customer Service Policy could have an impact on the behaviour of staff to improve customer service in the Witshire Library Service as it may show staff how to operate (1). They may then tidy the books and make it safe, and clean the Café (1) and improve hygiene levels (1).</p>		<p>One mark for identification plus up to two further marks for explanation.</p> <p>Accept implicit context</p>
3	b		<p>Indicative content:</p> <p>Criteria for assessing quality and effectiveness includes;</p> <ul style="list-style-type: none"> • Number of customers • Number of customer return visits • Staffing levels • Cleanliness/hygiene • Provision for individual and special needs • Number of reported injuries • Type of complaints • Price/value for money • Reliability of service • Number of sales/rentals 	5	<p>AO1 – 5</p> <p>One mark for each correct identification up to a maximum of five identifications.</p> <p>No context required.</p>

Question			Answer	Mark	Guidance
			<ul style="list-style-type: none"> • Value of sales • Staff turnover • Absenteeism • Reliability of equipment and service performance 		
4	a		<p>Indicative content:</p> <ul style="list-style-type: none"> • Strategic Planning • Funding/resourcing • Staffing Strategy • Training Strategy • Setting Objectives • Redesigning Structure 	4	<p>AO1 – 4</p> <p>One mark for each identification to a maximum of four identifications.</p>
4	b		<p>Use level of response criteria.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Improve skills • Improve attitude • Improve knowledge • Cost of training • Time issues • Attitude to training <p>Training could help improve customer service skills (L1) for example putting volunteers on a Food Hygiene course (CONT) (L2). This may empower volunteers and staff with the knowledge and skills when serving food therefore improve the standard of hygiene (L3). On the other hand it may lead to them being demotivated if they are only</p>	12	<p>AO1:3 AO2:3 AO3:3 AO4:3</p> <p>Level of response:</p> <p>Level 4: [10-12 marks] candidate evaluates the extent to which training volunteers could improve the quality of customer service at <i>Belltop Library</i> consistent with their two-sided analysis.</p> <p>Level 3: [7-9 marks] candidate analyses the benefits and drawbacks to the quality of customer service at <i>Belltop Library</i> of training the volunteers.</p> <p>Level 2: [4-6 marks] candidate applies knowledge and understanding of how training volunteers can improve the quality of customer service at <i>Belltop Library</i>.</p> <p>Level 1: [1-3 marks] candidate identifies how training</p>

Question			Answer	Mark	Guidance
			volunteering for a few hours and do not want to be trained, thus putting them off coming to the Library and therefore leading to fewer people available to help the visitors (L3) . Overall, the standard of customer service would appear to be quite low, but some issues cannot be resolved by training, for example the shelf design and layout (CONT) , it may be that the Library needs investment in other equipment too like wheelchair accessible shelving (CONT) , not just investment in training to improve customer service (L4) .		<p>volunteers can improve the quality of customer service at <i>Belltop Library</i>.</p> <p>Please indicate each time a candidate achieves a particular level as this will help to allocate marks within that level.</p> <p>Context should be annotated every time L2/L4 is awarded with the (CONT) annotation.</p> <p>Non-contextual answer max Level1.</p> <p>L2: Must contain more context than name-dropping. e.g. <i>Belltop Library</i> on its own is insufficient.</p> <p>L3: Must contain advantages and disadvantages to be awarded with 9 marks.</p>
5	a		<p>Use level of response criteria.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • May be reported/fined • May have to close for refurbishment • May lose customers • May damage reputation • May increase costs because of fines or additional costs to fix the problem • May result in decision to close if it cannot be cost effectively refurbished <p>Exemplar response:</p> <p>All businesses which breach the Equality Act may be fined (L1). This is particularly important to avoid for a Library lending books (CONT) as it is public sector</p>	9	<p>AO1:3 AO2:3 AO3:3</p> <p>Level of response:</p> <p>Level 3: [7-9 marks] candidate analyses the implications for <i>Belltop Library</i> of breaching the Equality Act.</p> <p>Level 2: [4-6 marks] candidate applies knowledge and understanding of the implications for <i>Belltop Library</i> of breaching the Equality Act.</p> <p>Level 1: [1-3 marks] candidate identifies the implications of being in breach of the Equality Act.</p> <p>Please indicate each time a candidate achieves a particular level as this will help to allocate marks within that level.</p> <p>Context should be annotated every time L2 is awarded with</p>

Question			Answer	Mark	Guidance
			organisation, run with public funds (CONT) (L2) . It may result in a reduced number of visitors borrowing books, which may reduce the public funds available to improve the Library (L3) .		the (CONT) annotation. Non-contextual answer max Level 1. L2: Must contain more context than name-dropping. e.g. <i>Belltop Library</i> on its own is insufficient.
5	b		<p>Indicative content/exemplar responses:</p> <ul style="list-style-type: none"> • Consumer Rights Act (Sale of Goods Act/Sale and Supply of Goods Act) (1) which states that products must be of satisfactory quality (1) • Trades Description Act (1) relates to false advertising claims (1) • Weights and Measures Act (1) relates to accuracy of quantities (1) • Food Safety Act (1) relates to food handling (1) • Health and Safety at Work Act (1) relates to duty of care (1) • Consumer Protection Act (1) which relates to product safety (1) • Data Protection Act (1) as this relates to security and access to personal information (1) 	8	<p>AO1 – 4 AO2 – 4</p> <p>One mark for each correct identification up to a maximum of four identifications, plus a further one mark for each of four developments.</p> <p>Do not accept:</p> <ul style="list-style-type: none"> • Consumer Credit Act as this relates to finance and credit agreements • Disability Discrimination Act <p>The name of the act/regulation must be correct.</p> <p>Accept generic context.</p>
6			<p>Use level of response criteria.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Reduced number of services • No Internet café • No 'Read and Art class' • Fewer staff and volunteers to help • Only one member of staff may not cope • Fewer opening days 	12	<p>AO1:3 AO2:3 AO3:3 AO4:3</p> <p>Level of response:</p> <p>Level 4: [10-12] candidate evaluates whether the replacement of <i>Belltop Library</i> with a mobile library service will improve the level of customer service for the residents of Belltop.</p> <p>Level 3: [7-9 marks] candidate analyses the benefits and</p>

Question	Answer	Mark	Guidance
	<ul style="list-style-type: none"> • More consistent service • Improved wheelchair access • Improved shelving <p>Exemplar response: The closure of a business and the replacement with another can cause a change in the products and services available for customers (L1). For example, the replacement Mobile Library has very limited Internet facilities (CONT) (L2). This may lead to visitors not getting the computer access they want and feeling the customer service levels have dropped (L3). On the other hand, it may lead to an improvement in customer service, especially wheelchair users as the 'Mobile Library' facility has wheelchair access. (L3). Overall, it looks as if the move to a mobile facility will significantly reduce the level of customer service as it will only be available on certain days, much less than now (CONT), drastically reducing the access to library services for all of the Belltop community and therefore reducing the level of customer service. (CONT) (L4).</p>		<p>drawbacks of replacing <i>Belltop Library</i> with a mobile library service will improve the level of customer service for the residents of Belltop.</p> <p>Level 2: [4-6 marks] candidate applies knowledge and understanding of the replacement of <i>Belltop Library</i> with a mobile library service will improve the level of customer service for the residents of Belltop.</p> <p>Level 1: [1-3 marks] candidate identifies how a replacement of a service in general can impact on customer service.</p> <p>Please indicate each time a candidate achieves a particular level as this will help to allocate marks within that level.</p> <p>Context should be annotated every time L2 is awarded with the (CONT) annotation.</p> <p>Non-contextual answer max Level1.</p> <p>L2: Must contain more context than name-dropping. e.g. <i>Belltop Library</i> on its own is insufficient.</p>

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