**BTEC Assignment Brief**

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| **Qualification** | | PearsonBTECLevel3NationalExtendedCertificateinBusiness  PearsonBTECLevel3NationalFoundation DiplomainBusiness  PearsonBTECLevel3NationalDiplomainBusiness  PearsonBTECLevel3National Extended DiplomainBusiness |
| **Unit number and title** | | **Unit 14: Investigating Customer Service** |
| **Learning aim(s)** (For NQF only) | | **C:** Demonstrate customer service in different situations, using appropriate behaviours to meet expectations. |
| **Assignment title** | | What’s the right thing to do? |
| **Assessor** | |  |
| **Issue date** | |  |
| **Hand in deadline** | |  |
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| **Vocational Scenario or Context** | | Your apprenticeship is going well and your supervisor now wants you to take charge of the customer service desk for a week to expand your skills at handling different situations. |
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| **Task 1** | | * You must demonstrate customer service skills in at least three different business situations. You need to focus on a demonstration of product/service knowledge when dealing with customers’ queries, requests and problems. You need to fully embrace the role-play scenarios, demonstrate your skills with confidence and use initiative when dealing with challenging situations. * On completion of the role plays you will need to create an evaluative report that covers the following areas: * A clear critique, highlighting your strengths and weaknesses, identifying gaps where improvements could be made. * A development plan with realistic details of the work that needs to be done on improving your individual skill sets (based on the strengths and weaknesses highlighted above) to enhance your customer service and communication skills, including time scales and sources of information. * Assess how the development plan has improved the performance of customer service skills. * You should justify how this plan will help improve these skills. This should be detailed, imaginative but realistic given your current role if it is to demonstrate initiative in making these high quality decisions on your future |
| **Checklist of evidence required** | | Evidence of preparation of the role plays (not fully scripted).  Observation record of the role plays.  Recorded evidence or annotated photos of the role plays.  Self-reflection of your performance in the role plays based on feedback from assessors, supervisors or peers.  An evaluative report comprising a strengths and weaknesses analysis and a detailed, fully justified development plan. |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| 14/C.D3 | Demonstrate initiative in making high-quality justified recommendations to develop own communication and interpersonal skills to meet customer needs. | |
| 14/C.M3 | Assess how the development plan has improved the performance of customer service skills. | |
| 14/C.P6 | Present a clear, effective development plan for own customer service skills. | |
| 14/C.P5 | Review own customer service skills, identifying gaps where improvements could be made. | |
| 14/C.P4 | Demonstrate communication and interpersonal skills appropriate to meet customer needs in different situations. | |
| **Sources of information to support you with this Assignment** | | [www.ezinearticles.com](http://www.ezinearticles.com)  [www.instituteofcustomerservice.com](http://www.instituteofcustomerservice.com)  [www.marketingdonut.co.uk](http://www.marketingdonut.co.uk)  [www.businesscasestudies.co.uk](http://www.businesscasestudies.co.uk)  The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners.  **Above are some examples of websites. Further useful resources may be found at** <http://qualifications.pearson.com/en/support/published-resources.html#step1> |
| **Other assessment materials attached to this Assignment Brief** | |  |