**Unit 14: Assignment 1 Guidance Sheet**

**Context:**

**You have secured a trainee manager apprenticeship at your local supermarket (Waitrose). Your supervisor has told you that they want to focus your time, initially, on the customer service that the supermarket provides so that by the end of your placement you have demonstrated that you can provide customer service to the level that they expect.**

**Your supervisor has asked you to create a report that:**

* Examines the customer service approaches/process in at least two contrasting businesses showing how these can help the business meet its customer expectation levels. **(P1)**
* Examine ways that customer service in a selected business can meet the expectations and satisfaction of customers and adhere to relevant current legislation and regulations **(P2)**
* Analyses, with examples, how these legislation and regulation impact on customer service **(M1)**
* Provides research on, and an analysis of, the methods a selected business can use to improve customer service **(P3, M2)**
* Evaluates the importance for the selected business of providing excellent customer service and adhering to relevant current legislation and regulations. **(D1)**
* Finishes with an evaluation of the benefits of improving customer service performance from the perspective of the business, the customer and the employee **(D2)**

**Examines the customer service approaches/process in at least two contrasting businesses showing how these can help the business meet its customer expectation levels. (P1)**

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| **What you must do:** | **Checklist:** |
| You need to set the scene. Explain what your role is within Waitrose, working on the customer service desk, and what the expectations of you are. Give a definition of what customer service is and your role in helping the company offer effective customer service. Explain that you will be doing a comparison between Waitrose and a local cafe (The Woodhouse Cafe – where you like to have your lunch break) on how each business provides effective customer service. |  |
| Explained the customer service approaches in Waitrose. This must include:  Customer service roles in Waitrose (find some job adverts/job descriptions and highlight key skills and their importance in meeting customer service) |  |
| Explain why team work at Waitrose is so important in order to deliver excellent customer service |  |
| Explain the importance of following organisational rules and procedures in achieving effective customer service - Find Waitrose’s customer service policy – use key quotes from in on the expectations of staff and explain how this leads to effective customer service |  |
| Explain that Waitrose is in the retail sector (give an explanation of this) and then explain why detailed product knowledge leads to improved customer service within this sector – give examples of staff that do this (Deli counter/Wine specialists) |  |
| Explain what particular selling skills staff at Waitrose may need in order to provide effective customer service (Active listening, communication, after-sales service) |  |
| Provide any evidence (use online reviews/twitter/articles to highlight how the above meet customer expectations) |  |
| Explain what Waitrose customer expectations are and give an overview of how the above can help Waitrose meet its customer expectation levels. |  |
| Explained the customer service approaches in The Woodhouse Cafe. This must include:  Customer service roles – do they have any? Or is it the responsibility of all staff? Highlight how employees at the cafe provide effective customer service. (Give examples) |  |
| Does the cafe have a customer service policy and training? Are employees just expected to know what they are doing? |  |
| Explain that the Woodhouse Cafe is in the hospitality industry (give an explanation of this) and why this means a different approach to Waitrose. |  |
| Explain the skills that staff need here to provide effective customer service within this sector. (Serving skills, speed of service, customer rapport and friendliness) |  |
| Provide any evidence (use online reviews/twitter/articles to highlight how the above meet customer expectations) |  |
| Explain what Woodhouse cafe customer expectations are and give an overview of how the above can help Woodhouse cafe meet its customer expectation levels. |  |

This section now focuses primarily on Waitrose.

**Examine ways that customer service in a selected business can meet the expectations and satisfaction of customers and adhere to relevant current legislation and regulations (P2)**

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| **What you must do:** | **Checklist:** |
| Explain the different types of customer that Waitrose have (internal and external – giving examples), explaining their differences and expectations. |  |
| Explain that Waitrose’s customers have different types of personalities (giving examples – aggressive, quiet, and demanding) and that each type will have different expectations, explaining what they are. |  |
| Complete a table showing the different expectations that Waitrose customers will have and how Waitrose will meet these customer expectations and therefore provides good customer service. You must include:   * **anticipation of good service** |  |
| * **reliable information or service** |  |
| * **offering different options** |  |
| * **impact of advertisements** |  |
| * **reputation** |  |
| * **word of mouth** |  |
| * **recommendations from others** |  |
| * **importance of responding to customer needs** |  |
| * **exceeding customer expectations through providing additional help and assistance** |  |
| * **dealing promptly with problems** |  |
| * **offering discounts** |  |
| * **offering additional products or services** |  |
| * **providing exceptional help and assistance for customers with special requirements (e.g. different language or culture, age, gender, families, special needs such as visual, hearing or mobility)** |  |
| * **balancing customer satisfaction with business goals, aims and objectives** |  |
| Explain that Waitrose may receive customer complaints and explain the risk to Waitrose of not dealing with customer complaints (use evidence of this from online reviews/twitter etc) |  |
| Explain that Waitrose can satisfy its customers by building effective customer relationships. Give examples of how they do this including: Dealing with complaints, reliability of service, effective communication |  |
| Explain the benefits to Waitrose of building effective customer relationships:   * Enhanced reputation of business. * Repeat business. * Customer confidence in business. * Job satisfaction for employees. |  |
| Complete a table showing the different legislation and regulations that Waitrose must adhere to, explaining how they meet customer expectations and provide customer satisfaction. You must include:   * **Grocery Supply Code of Practice** |  |
| * **Food Hygiene Standards** |  |
| * **Marketing standards for fresh fruit and vegetables** |  |
| * **Food Standards Agency** |  |
| * **Waitrose Sustainability** |  |
| * **Waitrose Fair Trade** |  |
| * **Waitrose Partnership behaviours – Staff code of conduct** |  |
| * **Consumer Rights Act 2015** |  |
| * **Consumer Protection Act 1987** |  |
| * **Consumer Contract Regulations** |  |
| * **GDPR** |  |
| * **Equality Act 2010** |  |
| * **Health and Safety at Work Act 1974 (HASAWA)** |  |
| For each of these, provide evidence of what Waitrose do. |  |

To achieve M1, you must add another section to your table on the different legislation and regulations that Waitrose must adhere to.

**Analyse, with examples, how this legislation and regulations impact on customer service (M1)**

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| **What you must do:** | **Checklist:** |
| For each of the different pieces of legislation and regulations, you must analyse:   * What Waitrose must do in order to follow it |  |
| * The implications to Waitrose of not following it |  |
| For the above, you should think about:   * Cost * Training * Communication to staff * Legal implications i.e. an action being brought against Waitrose for breach * Impacts on brand image and reputation |  |

To achieve D1, you must sum up and evaluate (form a judgement) on the importance to Waitrose of providing excellent customer service and adhering to relevant current legislation and regulations.

**Evaluates the importance for the selected business of providing excellent customer service and adhering to relevant current legislation and regulations. (D1)**

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| **What you must do:** | **Checklist:** |
| Give a judgement on the importance of Waitrose providing excellent customer service. This should include:   * An analysis of their competition and how customer service can given them a competitive advantage |  |
| * A judgement on what would happen if they didn’t provide effective customer service – think about their position within the supermarket market – Waitrose pride themselves on service and quality. If they weren’t offering good service, why would people shop with them? Compare what their competitors offer and explain how Waitrose’s service compares to other supermarkets. Use evidence to support this. * Would competitors overtake them? What would happen to sales? Would they lose market share to their competition? |  |
| Give a judgement on the importance of Waitrose adhering to relevant current legislation and regulations. This should include:   * An explanation of why Waitrose set their own ethical and sustainability standards – Why do they do this? How does it impact customers? What would happen if they didn’t do this? Think about the brand image it creates for them. |  |
| * A comparison of Waitrose to other supermarkets in regards to setting and following industry standards and legislation. Have other businesses done the same as Waitrose? If not, what happened? |  |
| * A judgement on the impact of Waitrose failing to meet these standards – Would customers go elsewhere? What would legal action against Waitrose mean to them? |  |
| * A final judgement on why it is so important for Waitrose to provide effective customer service and follow industry standards and legislation. |  |

We now move on to the second part of assignment 1.

**Provides research on the methods a selected business can use to improve customer service (P3)**

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| **What you must do:** | **Checklist:** |
| You must provide research on the different methods Waitrose uses to identify improvements to customer service and monitor complaints. This should include: |  |
| * Customer service desk |  |
| * Website and social media and online comments |  |
| * Feedback surveys |  |
| * My Waitrose card and customer profiles |  |
| * Employee feedback |  |
| * Mystery shoppers |  |
| For each of the above, provide evidence of it in action. |  |

**Provides an analysis of the methods a selected business can use to improve customer service (M2)**

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| **What you must do:** | **Checklist:** |
| To achieve M2, you must provide an analysis of each of the above methods. This means that you should analyse how each of the above can be used to help Waitrose provide improved customer service. |  |

**An evaluation of the benefits of improving customer service performance from the perspective of the business, the customer and the employee (D2)**

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| **What you must do:** | **Checklist:** |
| Include a judgement on why improving customer service is so important for Waitrose as a business. Include that it will lead to:   * Reduction in numbers of complaints – Happier customers come back and tell their friends to come * Increase in profits – More money to be invested back into the business * Reduction in turnover of staff – saving money * Repeat business from loyal customers – leading to greater revenue * Increases brand image and reputation – potentially build market share * Suppliers will continue to work with them |  |
| Include a judgement on why improving customer service is so important for Waitrose customers. Include that it will lead to:   * Greater trust in the brand * Improved satisfaction and meeting of their needs |  |
| Include a judgement on why improving customer service is so important for Waitrose employees. Include that it will lead to:   * More motivated staff * More productive staff * Less staff turnover |  |
| For each of the above, give a judgement on the overall benefit to Waitrose and the overall benefits to them as a business. |  |

**Learning aim C: Demonstrate customer service in different situations, using appropriate behaviours to meet expectations**

**C1 Customer service skills and behaviours**

* Communication skills:
  + face-to-face, written, email or other electronic media, telephone
  + verbal, e.g. pitch and tone of voice, open and closed questions, using the telephone
  + non-verbal, e.g. sign and body language, listening skills
  + barriers to communication.
* Interpersonal skills:
* personal presentation approach, e.g. attitude, behaviour, hygiene, personality, conversation skills, giving a consistent and reliable response.
* Behaviours, e.g. being positive, offering assistance, showing respect.

**C2 Dealing with customer service requests and complaints**

* Customer service situations:
* providing information, products or services, promoting additional products and services, giving advice, taking and relaying messages
* limitations of role and authority, keeping records
* dealing with problems, handling complaints, remedial measures, emergency situations, organisational policy.

**C3 Individual skills audit and development plan**

* Skills audit of customer service skills.
* Personal SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess any gaps, e.g. interpersonal and communication skills – body language, listening skills, handling complaints, working with others.
* Set objectives to meet skills development goals for a specified customer services role by:
  + identifying resources and available support needed to meet the objectives
  + setting review dates
  + monitoring the plan to assess progress against targets.