

Level 2 Cambridge Technicals Business Suite

05891 and 05893 Business Practices

05892 Business Administration

05894 Customer Service

05896 Retail

Unit 2: Understand customer expectations and issues

Sample assessment material

Time: 1 hour

This test is a computer based test and will be completed using Surpass on OCR Secure Assess portal.

This sample assessment material illustrates the styles and types of questions that make up this test, along with its associated mark scheme.

This test will be available as a practice test on the OCR Secure Assess portal.

There will not be a paper test available for this qualification.

First Name		Last Name	
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Centre Number						Candidate Number				
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Date of Birth									
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INFORMATION FOR CANDIDATES

- The total mark for this paper is **45**.
- The marks for each question are shown in brackets [].

Answer **all** questions.

Text 1 – The Windmill Restaurant

The Windmill Restaurant is located on the outskirts of a busy town. It is part of a nationwide chain of restaurants that has a good reputation for quality food and excellent service.

The restaurant can seat 160 guests. There is also a bar area where guests can have a drink before and after a meal. The restaurant employs 10 full-time and 25 part-time waiting staff who mainly work in the evening. Many of the part-time staff are local students.

- 1 (a) (i) Identify **two** pieces of information that customers would expect to find on The Windmill Restaurant's website.

1 _____

2 _____

[2]

- (ii) Explain **one** reason why the IT department situated at head office may need to communicate with The Windmill Restaurant's manager before updating the website.

_____ [2]

(b) When a customer contacts The Windmill Restaurant to make a table reservation, employees ask the customer for personal information.

(i) Identify **one** piece of personal information that may be requested.

[1]

(ii) Explain why employees might request the information identified in 1b(i).

[2]

(c) Explain **one** reason why The Windmill Restaurant should maintain the confidentiality of customer information.

[2]

(d) Analyse **two** ways that an employee of The Windmill Restaurant could make a customer feel valued.

1 _____

2 _____

[6]

Text 2 – Customer Service at The Windmill Restaurant

We aim to provide our customers with a very high level of customer service. We want to know your opinions about our customer service so that we can congratulate employees on a job well done or consider what you would like us to improve.

Complaints and suggestions

Complaints, suggestions and feedback are welcome. Please contact us either:

- in person or in writing at The Windmill Restaurant, Fairway Lane, Kirk Ella
- by email at thewindmill@westland.org.uk
- by telephone on 04188 648196
- via our website: www.thewindmill@westland.co.uk
- by completing a customer feedback form in the restaurant.

- 2 (a) Identify **one** specific example of an internal customer for The Windmill Restaurant.

[1]

- (b) Explain **one** reason why it is important to consider the customers when designing the layout of The Windmill Restaurant.

[2]

- (c) The manager at The Windmill Restaurant is thinking of making changes to the complaints procedure. Explain why they may need to contact the restaurant chain's head office before making these changes.

[2]

(d) Explain **two** ways that customer expectations of The Windmill Restaurant may differ from their expectations of an online clothing retailer.

1 _____

2 _____

[4]

(e) A customer has complained about the slow service experienced at The Windmill Restaurant.

Evaluate how this complaint should be dealt with.

[6]

Text 3 – Extract from The Windmill Restaurant dessert menu

The Windmill baked rice pudding V £5.75

Chocolate orange pudding V £6.50

Luxury ice-cream – vanilla, strawberry, chocolate V £4.20

Sharing cheeseboard – selection of 4 cheeses V £8.00

V = suitable for vegetarians

- 3 (a) State **one** reason why customers have a right to expect that information on The Windmill Restaurant's menu is accurate.

[1]

- (b) A restaurant employee accidentally spills a sauce on a customer.

Explain **two** possible consequences to the business of this accident.

1 _____

2 _____

[4]

(c) A vegetarian customer finds that their meal contains meat. The menu incorrectly states that the meal choice is suitable for vegetarians.

(i) Explain **two** rights that the customer has in this situation.

1 _____

2 _____

[4]

(ii) Evaluate the most appropriate method of communication to resolve the customer's issue quickly and effectively.

[6]

END OF QUESTION PAPER

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SPECIMEN

Sample Assessment Material

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Unit 2 Understand customer expectations and issues

MARK SCHEME

Duration: 1 hour

MAXIMUM MARK 45

SPECIMEN

Version: 2 Date: November 2017

This document consists of 9 pages

Question			Answer	Marks	Guidance
1	(a)	(i)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Address • Telephone number • Email address • How to make a table reservation • Sample menu • Opening hours • Reviews • How to find us • Overview of the type/style of restaurant • Information about special offers • Information about upcoming events <p>Any reasonable answer (ARA)</p>	2	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Information identified must be relevant to the context.</p>
	(a)	(ii)	<p>Indicative content:</p> <ul style="list-style-type: none"> • To check that information is correct e.g. prices, menus, opening hours • To inform him/her that information on the website is being changed e.g. special offers • To check the details of upcoming events <p>Exemplar response:</p> <p>If the IT department needed to update the website to provide details of upcoming events (1) then they need to know the specific details of events that The Windmill has planned as events may vary from restaurant to restaurant within the chain (1).</p> <p>(ARA)</p>	2	<p>One mark for correct identification of a reason, plus a further one mark for explanation.</p> <p>Explanation must be relevant to the context.</p>
	(b)	(i)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Name • Telephone number • Email address 	1	<p>One mark for a correct identification.</p> <p>The example must be relevant to a customer making a table reservation the example must be personal information e.g. not the time of the</p>

Question		Answer	Marks	Guidance
				booking.
	(b) (ii)	<p>Indicative content:</p> <ul style="list-style-type: none"> Name – to know who the table reservation is for, to be able to greet them when they arrive. Telephone number – to contact the customer if there is a query or a problem with the reservation. <p>Exemplar response:</p> <p>The restaurant will need to know the customer’s name because they should have a record of who the table has been booked by (1). This will avoid any confusion when the guest arrives on the day of the booking (1).</p>	2	<p>Up to two marks for relevant explanation.</p> <p>Explanation must be in context.</p> <p>OFR applies from 1bi.</p>
	(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> Customer could be put at risk of identity theft or fraud Customers need to be able to trust a restaurant when they are providing personal information, otherwise they will choose to eat elsewhere Customers will expect the restaurant to keep their information confidential Legal requirement (Data Protection Act) The restaurant/owners could receive adverse media attention if they do not successfully keep information confidential <p>Exemplar response:</p> <p>The Data Protection Act states that personal information held by a business should be kept confidential (1). If information is made public then the business could face adverse media attention which is likely to result in fewer customers (1).</p>	2	One mark for correct identification of a reason, plus a further one mark for explanation.
	(d)	<p>Indicative content:</p> <ul style="list-style-type: none"> Acknowledge customers/guests as soon as they enter the restaurant Treat all customers/guests equally 	6 (2x3)	<p>One mark for each valid way identified up to a maximum of two ways.</p> <p>A further one mark for each of two explanations.</p>

Question		Answer	Marks	Guidance
		<ul style="list-style-type: none"> • Use the customer's name • Smile and make eye contact • If it is a regular customer, try to remember something that they told you during their last visit • Make recommendations about the food if asked • Check that the customers/guests are happy with their meal • Respond to any requests quickly e.g. ordering drinks or bringing the bill • Respond to any complaints quickly e.g. the food is cold • Thank customers for choosing to eat at the restaurant <p style="text-align: right;">ARA</p> <p>Exemplar response:</p> <p>If an employee checks that the food is to the customer's liking this makes them feel valued (1) because the employee is showing an interest in their opinions and it gives them the opportunity to say if there is an issue rather than eat a meal that they aren't happy with (1). This ensures that the customer is being given personal attention and being treated as an individual rather than feeling ignored (1).</p>		<p>Award an additional one mark for each of two analytical points.</p> <p>Learners may answer this question with reference to internal and/or external customers.</p> <p>Explanation and analysis must be in context.</p>
2	(a)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Bar Manager • Bar staff • Chef • General Manager • Kitchen staff • Receptionist • Restaurant Manager • Waiter/waitress <p style="text-align: right;">ARA</p>	1	<p>One mark for a correct identification.</p> <p>Identification must be in the context of a restaurant to gain one mark i.e. not a generic identification such as employees.</p>
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Customers expect a restaurant to be well-laid out • Customers want to easily identify where facilities such as the toilets 	2	<p>One mark for the correct identification of a reason, plus a further one mark for explanation.</p> <p>Explanation must be in context.</p>

Question	Answer	Marks	Guidance
	<p>are</p> <ul style="list-style-type: none"> • Customers with disabilities may struggle to access the premises • If customers find it difficult then they are less likely to return • There may be safety issues if walkways between tables are blocked <p>Exemplar response:</p> <p>If the restaurant wasn't well-laid out and accessible for customers then people with disabilities might struggle to access the restaurant (1). In this case they might not visit because they want an enjoyable meal rather than having to worry about how they will access their table (1).</p>		
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Authority protocols • Referring decision making up the chain of command • Business policy may be that all restaurants in the chain must follow the same complaints procedure <p>Exemplar response:</p> <p>Business policy may be that all restaurants in the chain have to follow the same complaints procedure (1). By referring the decision to head office the manager can check whether he/she has the authority to make this decision (1).</p>	2	One mark for a correct identification, plus a further one mark for explanation.
(d)	<p>Indicative content:</p> <p>Customer expectations for The Windmill Hotel:</p> <ul style="list-style-type: none"> • Efficient service • Food as stated on the menu to be available • Friendly, helpful staff • Presentable and recognisable staff clothing e.g. a uniform • Good quality food • Prompt replies to emails, telephone calls and online contact • Restaurant to be clean and an enjoyable setting in which to eat • Staff having sufficient knowledge of the menu to answer questions accurately 	2 x 2 marks	<p>One mark for each correct identification of a difference up to a maximum of two identifications, plus a further one mark for each of two explanations.</p> <p>Explanation must be in context.</p>

Question	Answer	Marks	Guidance
	<ul style="list-style-type: none"> • Facilities such as toilets and high-chairs to be available <p>Customer expectations for an online clothing retailer:</p> <ul style="list-style-type: none"> • Availability of staff via online chat, telephone or email • Easily navigable website • Efficient service • Good quality at a competitive price • Prompt replies to emails, telephone calls and online contact • Quick delivery • Sufficient stock of clothes available <p>Exemplar response:</p> <p>Customers will expect face-to-face service at The Windmill Restaurant whereas for an online clothing retailer they won't expect this face-to-face contact (1). The restaurant is a personal service requiring one-to-one contact, online purchases may only require human contact if there is a problem, such as navigating the website (1).</p>		
(e)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Acknowledge that the customer is unhappy • Listen carefully to the issue and the customer's opinion • Clarify that the issue has been understood • Show empathy • Do not lay the blame on others e.g. the kitchen staff • Present a solution or refer the issue to a more senior colleague to present a solution e.g. offering a discount from the bill • Follow up if appropriate to ensure that the customer is happy that the issue has been resolved to their satisfaction <p>Exemplar response:</p> <p>The employee that the complaint is made to should acknowledge that the customer is unhappy with the service that they have experienced (L1).</p>	6	<p>Levels of response</p> <p>Level 3 (5 – 6 marks) 6 marks – Candidate evaluates how the complaint should be dealt with. Justification must be relevant to the context. 5 marks – Analyses how complaint could be dealt with, but no justification/evaluative comment.</p> <p>Level 2 (3 – 4 marks) Candidate explains way(s) in which the complaint could be dealt with. Explanation must be relevant to the context.</p> <p>Level 1 (1 – 2 marks) Candidate identifies way(s) in which the complaint</p>

Question		Answer	Marks	Guidance
		This will help the customer to feel that their concerns are being listened to (L2). The employee should listen carefully to what the customer has experienced and not blame it on any other employee e.g. kitchen staff (L1), as this would be unprofessional and not give a good impression of the restaurant (L2). The key thing for the customer is likely to be that their opinion is being taken seriously. Listening carefully and acknowledging that the customer is unhappy should both help to resolve the situation because the customer will feel more valued (L3).		could be dealt with.
3	(a)	Indicative content: <ul style="list-style-type: none"> Legally it should be accurate/as described. (Consumer Rights Act) ARA 	1	One mark for a correct identification.
	(b)	Indicative content: <ul style="list-style-type: none"> The customer may be reluctant to visit again which reduces revenue The business might have to pay for the customer's clothes cleaning which increases costs The business might have to offer a discount on the meal as an apology which decreases revenue A replacement meal may need to be offered which increases costs The customer might write a bad review about the restaurant (on their website) which will dissuade others from eating there; lowering revenue The customer might tell other people by word of mouth which will dissuade others from eating there; lowering revenue <p>Exemplar response:</p> <p>The customer might be reluctant to visit the restaurant again (1) because they were made to feel embarrassed. Any loss of customers will lower the revenue of the restaurant (1).</p>	2 x 2 marks	One mark for each correct identification up to a maximum of two identifications, plus one further mark for each of two explanations. Explanation must be in context.
	(c)	(i) Indicative content:	2 x 2 marks	One mark for each identification, plus one further mark for each of two explanations.

Question		Answer	Marks	Guidance
		<ul style="list-style-type: none"> The customer has the right to ask for the service to be repeated to correct it. The customer has the right to choose not to have the meal replaced and therefore not be charged for it. <p>Exemplar response:</p> <p>The customer can ask for the service to be repeated (1) which would mean another meal being provided that is vegetarian. This would incur additional cost to the business (1).</p>		Explanation must be in context.
(c)	(ii)	<p>Evaluate the most appropriate method of communication to resolve the customer's issue quickly and effectively.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> The customer needs to feel that the issue is being taken seriously – therefore it needs to be dealt with immediately, face-to-face The customer will expect an immediate apology – the quickest way is to offer this verbally Using verbal communication means that the issue can be discussed – written or electronic communication would not allow this discussion to take place as effectively Using verbal communication means that employees can check whether the customer is happy with any suggested resolution – using written or electronic communication would lengthen the process If The Windmill Hotel has the customer's contact details they could follow up with a letter or an email to ensure that the customer is happy with the resolution <p>Exemplar response:</p> <p>The customer will expect the issue to be resolved quickly. The most appropriate method of communication is therefore face-to-face, verbal communication (L1). This is because the customer can explain the issue and the staff can explain how they intend to resolve it. They can also apologise immediately which should help to resolve the problem (L2). If written or electronic communication was used then the process would be</p>	6	<p>Levels of response</p> <p>Level 3 (5 – 6 marks) 6 marks – Candidate evaluates the most appropriate method of communication to resolve this situation/issue. Justification must be relevant to the context.</p> <p>5 marks – Analyses appropriate methods of communication, but no justification/evaluative comment.</p> <p>Level 2 (3 – 4 marks) Candidate explains why the methods identified are appropriate to this situation/issue.</p> <p>Level 1 (1 – 2 marks) Candidate identifies appropriate methods of communication.</p>

Question		Answer	Marks	Guidance
		<p>much longer and the problem is more likely to escalate (L3). Staff can also quickly check whether the customer is happy with the resolution before they leave the restaurant (L2). Again, using written communication would take much longer and not be as personal. Overall, it is important to resolve this issue face-to-face using verbal communication because it is more personal to the customer and the issue can be discussed. If written communication was used then the customer could leave the restaurant unhappy because they don't know how the restaurant is going to deal with the problem. This means that they are much less likely to return and the restaurant's reputation may be affected (L3).</p>		