

Please read the instructions printed at the end of this form. One of these sheets, suitably completed, should be attached to the assessed work of each candidate.										
Unit Title	2 Customer service in travel and tourism				Unit Code	G721	Session	June	Year	2 0
Centre Name							Centre Number			
Candidate Name							Candidate Number			
Evidence: You need to review customer service for one chosen travel and tourism organisation and provide customer service in a variety of situations, including handling a complaint or problem.										
Criteria						Teacher Comment			Page No.	
<p>AO1.1: You show some understanding of how the differing needs of internal and external customers are met; the needs may not be specifically applied to the chosen organisation; there are some omissions or inaccuracies showing lack of full understanding;</p>		<p>AO1.2: you provide a summary of how the needs of internal and external customers are met by the chosen organisation, with few omissions, showing clear understanding of customer-service principles;</p>		<p>AO1.3: you provide a detailed summary of how the needs of internal and external customers are met by the chosen organisation and draw reasoned conclusions about how the organisation could benefit as a result.</p>						
[0 1 2 3 4 5]		[6 7 8 9 10]		[11 12 13 14 15]						
<p>AO2.1: You provide evidence of communication with a variety of customers in a variety of situations (minimum two different situations, two different customer types) whereby some basic customer-service skills have been applied; your evidence of handling a customer problem or complaint is weak and shows lack of customer-service skills, or may not have been included, and supporting evidence may be lacking in depth and detail;</p>		<p>AO2.2: you provide evidence of effective communication and customer-service skills being applied in a variety of situations (minimum two different situations, two different customer types), one being the handling of a customer complaint or problem; supporting evidence is appropriate to the situations concerned and there is some evaluation of your own performance;</p>		<p>AO2.3: you provide evidence of successful communication and customer-service skills being applied in a range of customer-service situations with a wide variety of customers, which includes dealing confidently with customer complaints or problems; supporting evidence of customer-service activities is thorough and appropriate and you present a reasoned evaluation of your own performance.</p>						
[0 1 2 3 4 5]		[6 7 8 9]		[10 11 12 13]						

Criteria			Teacher Comment	Page No.		
<p>AO3.1: You provide an outline of the ways in which the chosen organisation assesses the effectiveness of the customer service it provides to its customers; the sources may not be named, the research may not always be relevant to the chosen organisation and the findings may not always be used effectively;</p> <p style="text-align: right;">[0 1 2 3 4]</p>	<p>AO3.2: you provide evidence of an analysis of the methods by which the chosen organisation assesses the effectiveness of the customer service it provides to its customers; the research is mostly relevant and most of the findings are used in the analysis;</p> <p style="text-align: right;">[5 6 7 8]</p>	<p>AO3.3: you provide a critical analysis of the ways in which the chosen organisation assesses the effectiveness of the customer service it provides to its customers and the measures it takes to make improvements; the research is relevant and effectively used to inform the analysis.</p> <p style="text-align: right;">[9 10 11 12]</p>	<table border="1"> <tr><td style="text-align: center;">Mark</td></tr> <tr><td style="height: 20px;"></td></tr> </table>	Mark		
Mark						
<p>AO4.1: You attempt an evaluation of the customer-service delivery in your chosen organisation; you identify only the main strengths and weaknesses of the service provided and make only basic recommendations for improvement which may not be realistic;</p> <p style="text-align: right;">[0 1 2 3 4]</p>	<p>AO4.2: you provide an evaluation of the customer-service delivery in your chosen organisation; you draw sound conclusions and make judgements about the service provided and make limited but realistic recommendations for improvement;</p> <p style="text-align: right;">[5 6 7]</p>	<p>AO4.3: you provide an evaluation of the customer-service delivery in your chosen organisation; you draw valid and substantiated conclusions and make well-reasoned judgements about the service provided, to make valid recommendations for improvements to the organisation's customer service.</p> <p style="text-align: right;">[8 9 10]</p>	<table border="1"> <tr><td style="text-align: center;">Mark</td></tr> <tr><td style="height: 20px;"></td></tr> </table>	Mark		
Mark						
Total/50						
If this work is a re-sit, please tick	Session and Year of previous submission	Jan / June	2	0	Please tick to indicate this work has been standardised internally	

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).

Guidance on Completion of this Form

- 1 One sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.