

Please read the instructions printed at the end of this form. <b>One</b> of these sheets, suitably completed, should be attached to the assessed work of <b>each</b> candidate.										
<b>Unit Title</b>	<b>2 Customer service in travel and tourism</b>				<b>Unit Code</b>	<b>G721</b>	<b>Session</b>	<b>June</b>	<b>Year</b>	<b>2 0</b>
<b>Centre Name</b>							<b>Centre Number</b>			
<b>Candidate Name</b>							<b>Candidate Number</b>			
<b>Evidence:</b> You need to review customer service for <b>one</b> chosen travel and tourism organisation and provide customer service in a variety of situations, including handling a complaint or problem.										
<b>Criteria</b>							<b>Teacher Comment</b>			<b>Page No.</b>
<b>AO1.1:</b> 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;		<b>AO1.2:</b> 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;		<b>AO1.3:</b> 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.						
[0 1 2 3 4 5]		[6 7 8 9 10]		[11 12 13 14 15]						
<b>AO2.1:</b> You provide evidence of communication with a variety of customers in a variety of situations (minimum <b>two</b> different situations, <b>two</b> 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;		<b>AO2.2:</b> you provide evidence of effective communication and customer-service skills being applied in a variety of situations (minimum <b>two</b> different situations, <b>two</b> different customer types), <b>one</b> 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;		<b>AO2.3:</b> 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.						
[0 1 2 3 4 5]		[6 7 8 9]		[10 11 12 13]						

Criteria					Teacher Comment		Page No.
<b>AO3.1:</b> 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 style="text-align: right;">[0 1 2 3 4]</p>	<b>AO3.2:</b> 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 style="text-align: right;">[5 6 7 8]</p>	<b>AO3.3:</b> 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 style="text-align: right;">[9 10 11 12]</p>			Mark		
<b>AO4.1:</b> 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 style="text-align: right;">[0 1 2 3 4]</p>	<b>AO4.2:</b> 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 style="text-align: right;">[5 6 7]</p>	<b>AO4.3:</b> 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 style="text-align: right;">[8 9 10]</p>			Mark		
<b>Total/50</b>							
If this work is a re-sit, please tick	Session and Year of previous submission	Jan / June	<b>2</b>	<b>0</b>	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](http://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.