

# Pearson Higher Nationals in Business

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*The American Institute Of Management Science (AIM - Fort Lauderdale) is a Global Association of BTEC And Edexcel validating colleges and universities. Our recruiting partners include: Colbourne College in Jamaica; University of Northampton and University of Worcester in the UK; and 200 other accredited US and UK Universities. Students in 100 countries use this affordable university transfer program to study In-Class in the Caribbean, Canada, US, UK, Australia, New Zealand, and Dubai or take Classes Live Online or by Distant Learning from anywhere in the world. AIM offers two-year study abroad opportunities on the final 8-16 Months of the Degree to facilitate our students immersing themselves in a new culture while they study and work.*

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## **ABOUT PEARSON EDEXCEL**

Pearson is the world's leading learning company, with 40,000 employees in more than 70 countries working to help students of all ages to make measurable progress in their lives through learning and putting the learner at the centre of everything they do. Pearson believes that wherever learning flourishes, so do people.

## **BTEC QUALIFICATIONS**

Edexcel, BTEC and LCCI qualifications are awarded by Pearson, the UK's largest awarding body offering academic and vocational qualifications that are globally recognised and benchmarked. BTECs are accredited by the UK government through the Office of Qualifications and Examinations Regulations (Ofqual) and are accepted by almost all US & UK Universities for advanced placement onto Final Year/s of the Degree. BTEC are Professional, Vocational and University Examinations from Pearson Qualifications International, a division of Pearson PLC, which also includes Pearson Education; Pearson Edexcel; Pearson VGU; and Pearson College, London. Pearson BTEC qualifications are delivered in over 100 countries worldwide. Like Community College model of higher education in the United States, UK Higher National Diplomas and Extended Diplomas are taught at FE Colleges in the UK as affordable alternative before students advance to the upper/senior year of university. UK Universities admit students with the UK Level 5 HND onto Year 3 of a Three-Year bachelor's degree in similar discipline. The Level 7 Extended Diploma (PgD) is equivalent to Year 1 of the master's degree in similar discipline.

## **HISTORY OF BTEC**

BTEC (Business And Technician Education Council) was formed by the Secretary of State for Education and Science, United Kingdom, in 1994. In 1996, the University of London Examinations and Assessment Council and BTEC merged to form Edexcel. In 2010, the name of Edexcel was legally changed to Pearson Education Limited (Pearson). BTEC Diplomas are awarded by one of England, Wales and Northern Ireland's seven (7) examination boards – Pearson Edexcel.

# UNIT 3: CUSTOMER SERVICE

## ASSIGNMENT BRIEF

Student name / ID Number	
Unit Number and Title	<b>UNIT 3: CUSTOMER SERVICE</b>
Academic Year	<b>2017</b>
Unit Tutor	
Assignment Title	<i>Customer-focused policies and culture in the service organizations</i>
Issue Date	
Submission Date	<b>Week 7</b>
IV Name & Date	<i>Andrea Tucker</i>

### **SUBMISSION FORMAT:**

The submission is in the form of an individual written report. This should be written in concise, formal business style using single spacing and font size 12. You are required to make use of headings, paragraphs and subsections as appropriate. All work must be supported by research and properly referenced using Harvard Referencing System. A reference page must be added using the Harvard Referencing Style. The recommended word limit is 2,500 – 3000.

### **TERM PAPER DECLARATION: STATEMENT OF ORIGINALITY AND AUTHENTICITY**

**Please note that Term paper will not be marked without the inclusion of this signed declaration by the student/s.**

I confirm that the term paper I am submitting is an original and authentic piece of work written by myself that satisfies academic rules and regulations with respect to Plagiarism. I further confirm that I have fully referenced and acknowledged all material incorporated as secondary resources in accordance with the Harvard System.

**STUDENT/S SIGNATURE:**

**DATED:**

# UNIT 3 MID-SEMESTER TERM PAPER

## Unit Learning Outcome 1 And 2

**LO 1.** Understand customer service policies within businesses and services contexts

**LO 2.** Understand the purpose of promoting a customer-focused culture

## ASSIGNMENT BRIEF AND GUIDELINES

You are a Customer Service Manager in a Hospitality Organisation. Your job involves developing and evaluating customer service policies for the promoting of a customer-focused culture and to train and develop staff to provide quality customer service.

### You will:

Produce a Formal Business Report to the Senior Leadership Team; Use Harvard Referencing Standard through-out the assignment: (Plagiarism will result in an immediate 'F' Grade) and Use Headings to organize and present your work e.g. P1, M1, D2 etc.

### The Report should include the following:

1. **INTRODUCTION:** to look at definitions and brief explanation of Customer Service Policy and Staff Training And Development.
2. **RESEARCH:** to support robust discussions on:
  - **Hospitality Industry:** Hotels, restaurants, pubs, bars and nightclubs, contract food service providers, hospitality services, membership clubs, events
  - **Customer Service Policies:** structure, use, focus, customer requirements/expectations, product and service knowledge, consultation, confidentiality, customer perceptions and satisfaction, monitor customer service and satisfaction, influences affecting implementation, effective communication.
  - **Evaluation of Service:** purpose; sources of feedback; accuracy; relevance; reliability; validity; methods of data collection; improvements; staff training and development
  - **Quality of service:** methods of assessment; customer expectations; standardized procedures; codes of practice; staff levels (staffing levels, staff competency, flexibility, reliability and responsiveness)
  - **Communication:** Types e.g. verbal, non-verbal/body language, written Types of response; Use; Effect
  - **Customer:** central role; customer service culture; identifying and analyzing customer requirements and expectations; influences of service provision on customer perceptions
  - **Benefits of improved service:** customer satisfaction, repeat business, improved reputation, increased profit
3. **DISCUSSION:** of the research findings (paying keen attention to the Command verbs in the tasks).
4. **CONCLUSIONS:** about the purpose of customer service policies and promoting a customer-focused culture in the service organizations.

## SUBMISSION DEADLINE

**This Term Paper values 40% of your course grade. The neatly presented Report must be submitted no later than WEEK SEVEN of the Semester. For Referred Grades, the Resit Fee is \$45.**

# UNIT 3: CUSTOMER SERVICE SCORE SHEET

## ASSIGNMENT TASKS:

**You are a Customer Service Manager in a Hospitality Organisation. Your job involves developing and evaluating customer service policies for the purpose of promoting a customer-focused culture and to train and develop staff to provide quality customer service.**

## INSTRUCTION TO THE STUDENTS:

- Learning Outcome 1- 2 have individual assignments only.
- These Tasks are Research Assignments. This means that you must use either Secondary and/or Primary research methods to gather evidences to answer each task. You are NOT required to write from prior knowledge. These are Research Tasks.
- Plagiarism is totally unacceptable. You must cite all sources and input the information by paraphrasing, summarising or using direct quotes. A Fail Grade is given where Plagiarism is identified in your work. There are no exceptions.
- Your evidences/findings must be cited using Harvard Referencing Style. E.g. (Samuels, 2015); (Sommers and Hunter, 2014) etc.
- You must use the Four Paragraph Structure in writing: Paragraph 1- Introduction; Paragraph 2- Research Findings; Paragraph 3- Discussion; and Paragraph 4-Recommendations/Conclusion.
- To Pass the unit you MUST Achieve **ALL** the Pass Criteria outlined on the score sheet. You can earn a Higher Grade such as Distinction or Merit by meeting all Pass Criteria and achieving the criteria given on the Higher Grades Score Sheet. You will be given a Referred Grade if you fail to meet ALL Pass Criteria given. Referred Grade means resit. You must resit any AC that you fail. The Score Sheet will identify the specific requirement/s and criteria that you did not meet. See iTutor for the resit fees. You will then make the corrections and resubmit. See the procedures on iTutor to resubmit.
- You SHOULD complete and submit a hardcopy and softcopy on the due dates given. ALL late work attract a fee. This rule is not waived under any circumstances. The softcopy should be sent to: [faculty@colbournecollege.com](mailto:faculty@colbournecollege.com). The hardcopy should be in our office at close of the business day.
- You MUST pay your Tuition on-time with '0' balance outstanding to submit work or sit examinations. This rule is not waived under any circumstances. If you fail to submit on the said deadline due to not having financial clearance you may submit no later than the extended deadline with the Resit fee paid. Failure to submit work on the final or extended deadline will result in a Fail Grade for the entire UNIT. If you Fail the unit you will have to pay to retake the class.
- Read ALL Instructions on this Page and review the Pass, Distinction, Merit and Referred Criteria attached to each Term Paper to meet the criteria and task correctly. Your work should be neatly typed and bonded. Presentation is important and evidence of quality work and good business ethics.
- Remember you **MUST** participate in the Class Online Forum by answering the Lesson Review Questions posted by the Course/Unit Tutor. You are required to Post twice per week and by the latest on Friday. You get 10% of the course grade from participation. You Must Pass the Forum to pass the course/unit.

# UNIT 3: CUSTOMER SERVICE SCORE SHEET

**NAME OF STUDENT:**

**DATE:**

Learning Outcome	Students Must Meet ALL The Following Requirements For A <b>PASS</b> Grade	ACHIEVED	
		YES	NO
<b>LO1</b> Understand customer service policies within businesses and services contexts	<b>AC 1.1. Discuss reasons for using customer service policies</b> <i>The Student should carry out this task as a Customer Service Manager In The Hospitality Industry by:</i>		
	1. Using Paragraph One for the defining of key term: <b>Customer Service</b>		
	2. Using Paragraph Two for the research findings on the: <b>reasons for Customer Service Policies (in a Hospitality Organisation)</b>		
	3. Using Paragraph Three to: <b>discuss the reasons for using customer service policies in the Ornganisation</b>		
	4. Using Paragraph Four to draw Conclusions about <b>the importance of having customer service polices in the organisation.</b>		
	5. Carrying Out the command in the task: To ' <b>Discuss</b> ' which means: " <b>Give an account that addresses a range of ideas and arguments.</b> "		
	6. Discussing at least <b>five (5) themes and perspectives related to</b> your research findings and the content areas from the Course Content: <b>Policies:</b>  structure, use, focus, customer requirements/expectations, product and service knowledge, consultation, confidentiality, customer perceptions and satisfaction, monitor customer service and satisfaction, influences affecting implementation, effective communication  <b>Hospitality industry:</b>  Hotels, restaurants, pubs, bars and nightclubs, contract food service providers, hospitality services, membership clubs, events		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
	11. Meeting the 600 Words Requirements (only 10% more or less words can deviate from the instructions).		
12. Linking the answers specific to the case			
<b>A Pass Grade Is Awarded</b>		<b>YES</b>	<b>NO</b>
Name Of Assessor:		Date Of Assessment:	

# UNIT 3: CUSTOMER SERVICE SCORE SHEET

**NAME OF STUDENT:**

**DATE:**

Learning Outcome	Students Must Meet ALL The Following Requirements For A PASS Grade	ACHIEVED			
		YES	NO		
<b>LO1 Understand customer service policies within businesses and services contexts</b>	<p><b>AC 1.2 Discuss the purpose of evaluating a customer service policy, indicating how this can assist future staff training and development.</b></p> <p><i>The Student should carry out this task as a Customer Service Manager In The Hospitality Industry by:</i></p>				
	1. Using Paragraph One to provide a brief explanation of 1) <b>Customer Service Policy</b> AND 2) <b>Staff Training And Development</b>				
	2. Using Paragraph Two for the research findings on the: <b>purpose of evaluating a Customer Service Policy</b>				
	3. Using Paragraph Three to: <b>Discuss the purpose of evaluating the company's Customer Service Policy. Further, demonstrate how the information obtained from the evaluation can be used to train, improve and develop staff performances within the organization.</b>				
	4. Using Paragraph Four to draw Conclusions about the <b>purpose of Customer Service Policies in the staff training and development program in the organisation.</b>				
	5. Carrying Out the command in the task: To ' <b>Discuss</b> ' which means: " <b>Give an account that addresses a range of ideas and arguments.</b> "				
	6. Discussing at least <b>five (5) themes and perspectives related to</b> your research findings and Course Content:				
	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"><b>Evaluation:</b> purpose; sources of feedback; accuracy; relevance; reliability; validity; methods of data collection; improvements; staff training and development</td> <td style="width: 50%; border: none;"><b>Quality of service:</b> methods of assessment; customer expectations; standardized procedures; codes of practice; staff levels (staffing levels, staff competency, flexibility, reliability and responsiveness)</td> </tr> </table>	<b>Evaluation:</b> purpose; sources of feedback; accuracy; relevance; reliability; validity; methods of data collection; improvements; staff training and development	<b>Quality of service:</b> methods of assessment; customer expectations; standardized procedures; codes of practice; staff levels (staffing levels, staff competency, flexibility, reliability and responsiveness)		
	<b>Evaluation:</b> purpose; sources of feedback; accuracy; relevance; reliability; validity; methods of data collection; improvements; staff training and development	<b>Quality of service:</b> methods of assessment; customer expectations; standardized procedures; codes of practice; staff levels (staffing levels, staff competency, flexibility, reliability and responsiveness)			
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.				
	8. Using Harvard Referencing Style properly.				
	9. Using the Four Paragraph Essay-Writing Structure.				
10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.					
11. Meeting the 600-750 Words Requirements (only 10% more or less can deviate from the instructions).					
12. Linking the answers specific to the Business Case.					
<b>A Pass Grade Is Awarded</b>		<b>YES</b>	<b>NO</b>		
Name Of Assessor:		Date Of Assessment:			

# UNIT 3: CUSTOMER SERVICE SCORE SHEET

**NAME OF STUDENT:**

**DATE:**

Learning Outcome	Students Must Meet ALL The Following Requirements For A <b>PASS</b> Grade	ACHIEVED	
		YES	NO
<b>LO2</b> <b>Understand the purpose of promoting a customer-focused culture</b>	<b>AC 2.1. Evaluate different communication methods and how these are used to best effect</b> <i>The Student should carry out this task as a Customer Service Manager In The Hospitality Industry by:</i>		
	1. Using Paragraph One for the defining of key term: <b>Communication</b>		
	2. Using Paragraph Two for the research findings on the: <b>different communication methods and how they are used</b>		
	3. Using Paragraph Three to: <b>Evaluate the different communication methods and how each of these are used effectively in your hospitality organisation.</b>		
	4. Using Paragraph Four to draw Conclusions about: <b>why it is important for you as a Customer Service Manager to know and use the different communication methods well</b>		
	5. Carrying Out the command in the task: To 'Evaluate' which means: " <b>Make a qualitative judgement taking into account different factors and using available knowledge/experience/evidence.</b> "		
	6. Discussing at least <b>five (5) themes and perspectives related to</b> your research findings and the Course Content: <b>Communication:</b> Types e.g. verbal, non-verbal/body language, written Types of response Use Effect		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
	11. Meeting the 600-750 Words Requirements (only 10% more or less words can deviate from the instructions).		
12. Linking the answers specific to the case			
<b>A Pass Grade Is Awarded</b>		<b>YES</b>	<b>NO</b>
Name Of Assessor:		Date Of Assessment:	

# UNIT 3: CUSTOMER SERVICE SCORE SHEET

**NAME OF STUDENT:**

**DATE:**

Learning Outcome	Students Must Meet ALL The Following Requirements For A <b>PASS</b> Grade	ACHIEVED	
		YES	NO
<b>LO2 Understand the purpose of promoting a customer-focused culture</b>	<b>AC 2.2 Analyze how customer perception is influenced by customer service provision</b> <i>The Student should carry out this task as a Customer Service Manager In The Hospitality Industry by:</i>		
	1. Using Paragraph One to provide a brief overview of: 1) <b>Customer Service Provision</b> AND 2) <b>Customer Perception</b>		
	2. Using Paragraph Two for the research findings on: <b>how customer perception is influenced by the quality of the customer service provided</b>		
	3. Using Paragraph Three to: <b>Analyze how customer perception is influenced by the quality of the customer service your organisation provides.</b>		
	4. Using Paragraph Four to make draw Conclusions about: <b>how the quality of the customer service provided by the organisation impacts the customers' perception of the organisation.</b>		
	5. Carrying Out the command in the task: To ' <b>Analyze</b> ' which means: " <b>Separate information into components and identify their characteristics. Discuss the pros and cons of a topic or argument and make reasoned comment.</b> "		
	6. Discussing at least <b>five (5) themes and perspectives related to</b> your research findings and Course Content:  <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <b>Customer:</b>                      central role; customer service culture; identifying and analyzing customer requirements and expectations; influences of service provision on customer perceptions                 </div> <div style="width: 45%;"> <b>Benefits of improved service:</b>                      customer satisfaction, repeat business, improved reputation, increased profit                 </div> </div>		
	7. Citing Six (6) or more reliable sources used in your work whether paraphrased, directly quoted or summarized.		
	8. Using Harvard Referencing Style properly.		
	9. Using the Four Paragraph Essay-Writing Structure.		
	10. Acceptable level of College Writing exhibited: Spelling, Punctuation, Grammar, Usage and Sentence Structure.		
	11. Meeting the 600-750 Words Requirements (only 10% more or less can deviate from the instructions).		
12. Linking the answers specific to the Business Case.			
	<b>A Pass Grade Is Awarded</b>	<b>YES</b>	<b>NO</b>
Name Of Assessor:		Date Of Assessment:	



# UNIT 3: Higher Grades Score Sheet

**NAME OF STUDENT:**

**DATE:**

<b>GRADE FOR AC #:</b>	To Be Awarded A <b>MERIT</b> Grade students must meet the Pass Grade Criteria and further demonstrate higher ability:	<b>ACHIEVED</b>	
		<b>YES</b>	<b>NO</b>
	1. The B paper is always mechanically correct. The spelling is good, and the punctuation is accurate.		
	2. Some of the sentences may not be elegant, but they are clear, and in them thought follows naturally on thought. It is well organized around one main idea, it presents a worthwhile and interesting idea. That is, the idea is supported by sound evidence presented in a neat and orderly way.		
	3. Ends by keeping the promise that the writer makes in the beginning.		
<b>A MERIT Grade Is Awarded</b>		<b>YES</b>	<b>NO</b>
Name Of Assessor:		Date Of Assessment:	
<b>GRADE FOR AC #:</b>	To Be Awarded A <b>DISTINCTION</b> Grade students must meet the Pass Grade Criteria and further demonstrate higher ability:	<b>ACHIEVED</b>	
		<b>YES</b>	<b>NO</b>
	1. Paper is lively, well-paced, interesting, and everything in it seems to fit the theme exactly. Reading the paper, it is clear that the writer cares for his or her ideas, and about the language that carries them. It may have a proofreading error or two, or even a misspelled word, but these errors are the consequence of the normal accidents all good writers encounter.		
	2. Apply the knowledge of subject concepts to the Case effectively.		
	3. Identify, formulate, and solve problems.		
	4. Conduct, Analyze and interpret primary and secondary data effectively using appropriate research tools.		
	5. Use <b>seven or more</b> (combination of) theories, techniques, skills, and modern tools of the practice.		
	6. Recommendations/Conclusions are relevant to the findings, presented with justification.		
<b>A DISTINCTION Grade Is Awarded</b>		<b>YES</b>	<b>NO</b>
Name Of Assessor:		Date Of Assessment:	
<b>GRADE FOR AC #:</b>	A <b>REFERRED</b> Grade is awarded because the student has not met the Assessment Criteria (AC) to be awarded a <b>PASS</b> Grade:	<b>ACHIEVED</b>	
		<b>YES</b>	<b>NO</b>
	<b>A REFERRED Grade Is Awarded</b>	<b>YES</b>	<b>NO</b>
Name Of Assessor:		Date Of Assessment:	