

National 4/5 Administration & IT

Unit 1.2 Homework **Customer Service**



Name _____

Teacher _____

- | | | Marks |
|-------------------|---|-------|
| 1. | Describe what customer service is about. | 1 |
| <hr/> <hr/> <hr/> | | |
| 2. | Suggest one way a business can ensure that its employees know how to offer good customer service. | 1 |
| <hr/> <hr/> | | |
| 3. | Identify 2 ways employees can create a positive image to customers. | 2 |
| 1 <hr/> | | |
| 2 <hr/> | | |
| 4. (a) | Explain why it is important for the employees of a business to be able to communicate effectively with customers. | 1 |
| <hr/> <hr/> <hr/> | | |
| (b) | Identify 2 ways employees can communicate effectively. | 2 |
| 1 <hr/> | | |
| 2 <hr/> | | |

Turn Over

5. Identify **2** ways that employees can offer a professional service. 2

1 _____

2 _____

6. Why is customer loyalty important to a business? 1

7. Apart from customer loyalty, describe **3** ways a business benefits from good customer service. 3

1 _____

2 _____

3 _____

Turn Over

8. Describe 3 effects of poor customer service on a business. 3

1 _____

2 _____

3 _____

9. Many businesses offer customers an After Sales Service. Give examples of what this might include. 2

1 _____

2 _____

10. Outline 2 ways businesses can find out what their customers think of the service they offer. 2

1 _____

2 _____

Total Marks 20