Part 2 – Handling customer service information

This part will help you to evidence Learning Outcome 2: **Understand how to handle customer service information**

Learning objective	Place in Assessment
2.1 Explain what information may be held about customers by an organisation	**Question 1 Page 6**
2.2 Outline how customer information is kept secure and confidential	**Question 2 Page 6**
2.3 Identify information about the organisation that should not be disclosed to customers	**Question 3 Page 7**
2.4 Explain why certain information should not be disclosed to customers and the implications on the organisation if it is	**Question 3 Page 7**

Preview from Notesale.co.uk
Page 6 of 17

1. Explain what information may be held about customers by an organisation. [2.1]

Organisations maybe holding different types of customer information and personal data in the records, it is to provide an improved and personalised service, relevant to a customer's wants, needs and preferences.

For exmaple:

-In my organisation we hold customers personal details information for give them promotions, special offers or free meal voucher. Also we record all the information about them when they made a complain about the service, so we can improve that.

2. Outline at least two examples of ways in which customer information can be kept secure and confidential. [2.2]

Customers information can keep secure by:

-Computer security: We can install a firewall and virus-checking software, with this way, customer information will be more secure on PC's and laptop's.

-Eamil Security: We allways should encrypt or password protect email content, so noboby will have access to our personal email.

© Creating Careers Limited, 2015. All rights reserved.

Part 5 – Promoting and evaluating products and services

This part will help you to evidence Learning Outcome 5: **Understand the importance of promoting and evaluating products and services**

Learning objective	Place in Assessment
5.1 Detail how products and services can be promoted in an organisation	**Question 1 Page 15**
5.2 Explain the importance of evaluating customer service	**Question 2 Page 15**
5.3 Identify methods of evaluation of the customer service that may be used	**Question 3 Page 16**
5.4 Detail how customer feedback is disseminated to colleagues	**Question 4 Page 16**
5.5 Explain how evaluation can lead customer service improvements	**Question 5 Page 17**

Preview from Notesale.co.uk
Page 15 of 17

1. Describe how an organisation can promote its products and services. Include **at least two** examples in your answer. [5.1]

All organisation need to promote their products for sales, expand their product to others sectors and know what their customers needs. Organisation can promote their product with differents methods:

-Social media such as Twitter, Facebook and LinkedIn, opens up new lines of communication with potential customers. This new method can be very good on this time because everybody use this method.

-Leafleting Leaflet distribution involves delivering unaddressed flyers to homes . This is really good for small business.

2. Explain the importance of evaluating customer service. [5.2]

It is very important evaluate our customers with the product that they are going for buy and the service that we gave to them:

-Let them making question about the product, so we will know the answer for further customers question.

-Asking them about the service that they receive.

© Creating Careers Limited, 2015. All rights reserved.