242829 FORMATIVE ASSESSMENT

Formative assessment SO1 AC 1-2 Group Activity

This is a group exercise. Do the exercise individually and then get consensus in your groups. List the 3 most important internal customers and external stakeholders and their expectations from you in your business:

Internal customers

|  |  |
| --- | --- |
| **CUSTOMER** | **EXPECTATIONS** |
| 1 |  |
| 2 |  |
| 3 |  |

External customers

|  |  |
| --- | --- |
| **EXTERNAL CUSTOMERS** | **EXPECTATIONS** |
| 1 |  |
| 2 |  |
| 3 |  |

Formative assessment SO2 AC 1-3 Individual Activity

Complete the following questionnaire to find out if your business complies with the “Senses Test”:

|  |  |  |  |
| --- | --- | --- | --- |
| What do you: | Option 1: | Option 2: | Option 3: |
| Smell | Nice, clean air. | Neutral/nothing. | Awful air. |
| Hear | Nice soft music. | Nothing. | -Staff chatting.  -Loud music.  -Inappropriate music. |
| Touch | Clean shelves, rails and counters. | Nothing in particular not too dirty or too clean. | -Dust.  -Oil. |
| See | An attractive environment. | Nothing in particular that excited you. | -Dirt.  -Unfriendly faces.  -Chaos |
| Taste (only referring to food businesses like restaurants) | -Appetising food. | -Nothing particular that would make you to come back or recommend it. | -Old oil.  -Uncooked food.  -Dirty dishes and tables. |

Let’s see how you scored:

* Mostly option 1: Well done!!!! Your business is world class.
* Mostly option 2: Not yet there, some work to do.
* Mostly option 3: Either close your doors, or take some drastic action.

Formative assessment: SO3 AC 1-3 Group Activity

* Identify key performance areas for your section regarding customer service. Compare this with the standards expected in your organisation. Explain this to the rest of the class.
* Also explain how customer complaints and complements are recorded in your organisation.
* What happens when a customer gives a compliment about the level of service of one of the employees?
* What happens when a customer complains about the service of an employee?

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Formative assessment SO4 AC 1-2 Group Activity

* Identify a complaint made by a customer. Discussed the possible causes of the complaint. Identify corrective actions that can be taken to rectify this problem and to ensure that this does not happen again.
* Prepare a presentation and present to the rest of the class.

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