# 118028 FORMATIVE ASSESSMENT

### Formative Assessment 1

#### In your Groups

* Pick a department in your organisation
* Map the moments of truth for one or more customer segments
* Create a standard of operation to get consistency
* Redesign processes to get efficiency and effectiveness
* Identify and explain how you would train existing and recruit new staff to ensure staff have the competence to execute the Moment of Truth well

### Formative Assessment 2

#### In your Groups

Using the same format as you have done for the first part of this section, continue to do so for the next four situations.

**Stock availability**

* Pick a department at your organisation
* Map the moments of truth for one or more customer segments
* Create a standard of operation to get consistency
* Redesign processes to get efficiency and effectiveness
* Identify and explain how you would train existing and recruit new staff to ensure staff have the competence to execute the Moment of Truth well

### Formative Assessment 3

#### In your Groups

Now that you have identified and made suggestions for corrective actions in customer service, with regards to the staff of the organisation, you need to take a closer look at the requirements and standards which the organisation has set out. More often than not, the organisations’ aren’t very clear on their requirements from their staff, creating the gap in standard of service required. In the table below, you will find three columns; the first is the current standards and requirements of your organisation; the second is the required step to be taken in order to achieve the results, shown in the third column. In your groups, identify three such requirements and standards and then complete the table. Once you have completed this, you need to put together an action plan for the required training, as identified in the second (middle) column.

| **Current documented standard** | **Required action to improve standard** | **Ultimate required standard** |
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## Handling Requests / Queries

In any employee’s dealings with customers, they represent their organisations. Very often, one employee of an organisation will fall far below the standard of customer service, causing the entire organisation to be branded as ghastly with regards to their customer service.

To be competent at recognising and dealing with customer queries, requests and problems you must know and understand the following specifically for your organisation: Give a short explanation of how this is done in your organisation.

1. Who in the organisation is able to give help and information?

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1. Limits of what they are allowed to do

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1. What professional behaviour is?

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1. How to speak to people who are dissatisfied

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1. How to deal with difficult people

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1. What customers normally expect

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1. How to recognise a problem from what a customer says or does

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1. What kinds of behaviours/actions would make situations worse?

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1. The organisational procedures you must follow when you deal with problems or complaints

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1. Understand the types of behaviour that makes a problem worse

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Once you understand the above and you are able to comply with it, you can ready yourself by enhancing your skills in the following:

* Personal touch
* Recognise problems
* Deal with queries
* Deal with requests
* Obtain help
* Pass on a problem
* Check understanding
* Follow through