



# Customer Service QQI Level 6 6N0697 Assignment Brief

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## Introduction

Hello and welcome to our Customer Service Programme, we are delighted that you have chosen to work with DCM Learning as you continue your education.

This course is at Level 6 of the National Framework of Qualifications. To receive an award at Level 6 you will be required to undertake self-directed learning after you complete the training course. This self-directed learning will typically include additional reading, research, self-reflection and preparation of your assessments.

This document contains important information about the assessment process and it is important that you read each part of the document carefully so you clearly understand what is required of you.

We hope your return to the learning experience is a positive one and we wish you every success in achieving your QQI Level 6 Certificate in Customer Service.

In addition to the information in this document, you should visit our [Guide to completing your Customer Service Assessments](#) page.

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## Course Requirements and Assessments

You are required to complete two pieces of work for your certificate. These are detailed below.

Ideally, your assignments should be relevant to your current or previous work environment and practical work-based examples should be given to support your work. If this is not possible you can use an organisation that you are familiar with, maybe through a volunteer role or a hypothetical organisation.

You will be provided with an MS Word template for each assignment, the first page of each template will be a cover sheet which you **MUST** complete in order to submit your assignment. The cover sheet will detail to the grader, who you are, and specify the assessment you are submitting. An assessment template is a helpful tool and we recommend you use it to make sure that you do not leave any sections out and lose marks.

Pay attention to the required word count for each section and do not go significantly under or over the required word count (10% above or below is ok).

Pay attention to the formatting of your document - it matters! Use paragraphs and put headings in bold. Change the vertical spacing on your document to 1.5 or 2.0 (YouTube has how-to videos) to make your assignment easier to read.

Before submitting your assignments you should use a spelling and grammar checker and get somebody else to proofread your work. It's much easier to spot mistakes in another person's writing, and you can lose marks for careless mistakes.

**Your work should show evidence of relevant reading around each topic and it MUST be clearly referenced and include a bibliography.**

## Assessment 1: Portfolio / Collection of Work (50% / 50 Marks)

This assessment has been designed to allow you to demonstrate your understanding of each topic in the table below and how it might apply to your real work within customer service.

Ideally, your assignment should be relevant to your current or previous work environment and practical work-based examples should be given to support your work.

If you are not currently working within an organisation, then you may complete this task in relation to an organisation with which you are familiar. This could include experience working in a voluntary capacity.

Tasks		Required Word Count
<p><b>Task 1</b> (10 marks)</p>	<p><b>Customer Needs</b></p> <p>Introduce an organisation that you are familiar with and explain the principles of customer service in the context of this organisation.</p> <p>Your answer should include;</p> <p>A. Details of the organisation’s customer and the specific needs</p> <p>B. Any special requirements of customers whose needs may differ due to cultural, religious, disabilities or age</p>	500
<p><b>Task 2</b> (10 marks)</p>	<p><b>Customer Service Principles</b></p> <p>Using the key principles identified in Task 1 discuss how their application may differ within two of the following contexts:</p> <p>A. A small privately-owned business i.e a family business</p> <p>B. A voluntary organisation i.e a charity</p> <p>C. A large public organisation i.e a multinational organisation</p>	500



<p><b>Task 3</b> (10 marks)</p>	<p><b>Organisational Policy &amp; Quality Systems</b> Evaluate how organisational policies and quality assurance systems can enhance and benefit an organisation with customer service</p>	<p>500</p>
<p><b>Task 4</b> (5 marks)</p>	<p><b>Consumer Legislation</b> A. Identify consumer legislation and consumer bodies available for consumer protection and discuss how they may impact your chosen organisation.</p>	<p>250</p>
<p>(5 marks)</p>	<p>B. Select two consumer legislation/bodies you identified in your previous question and compare them to similar legislation/bodies you have identified with another country.</p>	<p>250</p>
<p><b>Task 5</b> (5 marks)</p>	<p><b>Customer Service Personnel Responsibilities</b> A. Build an organisational chart of your chosen organisation or a competitor</p>	<p>N/A</p>
<p>(5 marks)</p>	<p>B. Identify which personnel are responsible for customer service within the organisation and describe their roles.</p>	<p>250</p>

## Assessment 2: Skills Demonstration (50% / 50 Marks)

This Skills Demonstration requires you to demonstrate your understanding of effective Customer Service by completing a customer service audit and developing a plan for improving customer service within your chosen organisation.

Ideally, your assignments should be relevant to your current or previous work environment and practical work-based examples should be given to support your work. If this is not possible you can use an organisation that you are familiar with, maybe through a volunteer role or a hypothetical organisation.

Tasks		Required Word Count
<b>Task 1</b> (10 marks)	<b>Customer Service Strategies</b> Explain how market research can assist in the development of customer service strategies	500
<b>Task 2</b> (5 marks)	<b>Customer Feedback</b> A. Design a feedback tool (a survey of min 6 questions to identify detractors and promoters) which includes the calculation of the NPS.	N/A
(5 marks)	B. Provide a minimum of 5 completed feedback surveys.	N/A
<b>Task 3</b> (10 marks)	<b>Customer Service SWOT Analysis</b> Complete a SWOT based on Customer Service.	Template
<b>Task 4</b> (15 marks)	<b>Customer Improvement &amp; Monitoring</b> Based on your completed feedback forms and SWOT Analysis develop a customer improvement and monitoring plan.  Your plan should include;  1. An analysis of the feedback data and detail the improvements needed.	750



	<ol style="list-style-type: none"><li>2. Detail the issues to be addressed that are currently preventing high-quality customer service.</li><li>3. Customer performance goals i.e an improved NPS score above 80%</li><li>4. Action plan to implement the improvements including deadlines and delegation of responsibilities</li><li>5. How results will be monitored</li></ol>	
<b>Task 5</b> (5 marks)	<b>Communication</b> Discuss the importance of communicating this plan and how you would do so	200



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## Marking Guide

50 – 64 %	Pass	Show that you've learned and understood the course material.
65 – 79 %	Merit	Have learned the course material and show that you can apply that knowledge to real-world situations (use practical examples).
80 – 100%	Distinction	Show a deep understanding of the course material and how to apply it. Show evidence of having carried out additional reading, being able to show the pros and cons of the course materials and associated theories and offer alternatives based on solid research.

## Bibliography & References

Whenever you mention another author's work in your assignment, you should credit that author in a Bibliography & Reference section. This is a list of books, research papers or websites you've referred to in your assignment. The purpose of referencing is to give the reader enough information to find the source material. The method you use to reference should be consistent; see the links below for referencing methods. Make sure to highlight in the body of your assignment when you do this so that the examiner knows you're not copying another author's work without crediting them.

For example, in the body of your project, your text might look something like this:

*"Kirkpatrick (1) developed a four-level model for evaluating training, which was challenged and refined by Kaufman (2). "*


### References:

1. Kirkpatrick, D., & Kirkpatrick, J. 2006. *Evaluating Training Programs: The Four Levels*. Berrett- Koehler Publishers.
2. Kaufman, R., & Keller, J. M. (1994). *Levels of evaluation: beyond Kirkpatrick*. *Human Resource Development Quarterly*, 5(4), 371-380.

### Online Referencing Tools:

<https://www.citethisforme.com/harvard-referencing>

<https://www.easybib.com/mla8/source>

<http://scholar.google.com> (search for the book/paper and click  the icon)

## Submitting your Assignment

### **IT IS ESSENTIAL THAT YOU FOLLOW THESE GUIDELINES WHEN YOU ARE SUBMITTING YOUR WORK**

1. You must submit 1 document for your Portfolio / Collection of Work and 1 document for the Skills Demonstration.
2. Each file must include a signed cover sheet confirming the assignment is your own original work. This sheet will be on the first page of each assignment template.
3. Your name should be on each page (in the header) and each page should be numbered.
4. All files should be saved as PDFs before they are submitted. Files must be named as follows: -
  - a. DCM Learning Customer Service 6N0697- Assignment 1: Portfolio/ Collection of Work - YOUR NAME.pdf
  - b. DCM Learning Customer Service 6N0697 - Assignment 2: Skills Demonstration- YOUR NAME.pdf
5. You must respect the word count guidelines
  - a. Portfolio/ Collection of Work: 2,250 Words plus/minus 10%
  - b. Skills Demonstration: 1,450 Words plus/minus 10%
6. Any information that you source from another writer **MUST** be referenced in your bibliography. (NOTE: Your bibliography is not included in your word count)
7. You must avoid plagiarism. Plagiarised work will not receive a mark.
8. **All work must be submitted on or before the date advised in your enrollment**
9. If you need an extension you must complete our extension request form  
[Click this link to request an extension now](#)
10. [Click here if you need help completing the extension request form](#)

Once your assignments are ready click the button below to submit them for grading:



If you need help to complete our submission form visit [HERE](#).