

Unit R063 – Setting up and running an enterprise

Customer Service Issues

Instructions and answers for Teachers

These instructions should accompany the OCR resource 'Customer Service Issues', which supports Cambridge Nationals in Business and Enterprise Level 1/2 Unit R063 – Setting up and running an enterprise.



Associated Files:
Customer Service Issues

Expected Duration:
Task 1 - approx 45-60 minutes

This resource comprises one task and should be completed in pairs.

A role of observer could be added if groups of three are required.

Each group will need a set of scenario cards. Scenario cards for this activity are available on page 3.

Being able to deal with a wide range of customer service issues as they arise is an important skill. When running an enterprise activity good customer service skills increase the likelihood of success by securing sales and creating a good image. It is important to practise your customer service skills by taking part in role play exercises.

Task 1

Work in pairs to role play various customer service issues as given on the scenario cards. Take it in turns to be the 'customer' and the 'member of staff'.

Obtain a set of scenario cards from your teacher and leave them in a pile face down on the desk. The top card should be read by the person who is first going to play the role of 'customer', it should not be shown to the 'member of staff'.

When ready the 'customer' should begin the role play using the information given on the card. The 'member of staff' should do their best to demonstrate excellent customer service skills to resolve the issue.

At the end of each scenario you should both discuss how best to handle such customer service issues and make a log of hints and tips for use in the future.

When you have finished, reverse your roles. The 'customer' should take the next card and begin the role play. At the end of the role play discuss the issues raised and record your hints and tips. Work through as many scenarios as you can.

Teacher notes:

In order to maximise the effectiveness of the role play it is necessary to emphasise the importance of the log of hints and tips. These could later be typed up by learners for future use.

When circulating amongst the pairs try to draw out the importance of body language, gestures, eye contact, active listening, not interrupting the customer, showing courtesy and consideration, being non-confrontational, tone of voice etc.

Scenario cards

<p>You are a regular customer who wants to make a complaint about the disgusting state of the shop's toilets. Threaten to go to the local press if your complaint is not taken seriously.</p>	<p>You are an elderly customer who cannot read the prices on the labels. You want to know the prices of at least 8 different pairs of socks and you want to know them now.</p>
<p>You have bought a jumper from this store and it has shrunk in the wash. You may have washed it in too hot water but you are not going to admit this. Can you get a replacement?</p>	<p>You are fed up of waiting in the check out queue. Shout out aggressively that you demand to be served now or will take the jeans you have selected without paying.</p>
<p>The shop assistant that has just served you has made fun of your accent. Make your complaint heard and ensure that you get more than an apology.</p>	<p>The suit that you have ordered has not arrived. You have made a special trip on the bus to come and collect the suit and are now inconvenienced and out of pocket. Get this matter sorted.</p>
<p>You are a first time customer who would like a discount for buying a pair of shoes. Do not agree to buy the shoes unless you get a large discount.</p>	<p>You bought a pair of trousers from this store last week and the zip has broken. When you return to complain all of these trousers in your size have all sold out. Demand something be done about this.</p>



These activities offer an opportunity for English skills development.

LESSON Elements

The building blocks you need to construct informative and engaging lessons

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