

ASSESSMENT # 1

Total Marks: 30

Answer the following questions:

Q: 1: Short Questions;

(20)

- I. What is customer service? Who are internal and external customers?
- II. What are the six key elements of customer service?
- III. Outline some ways of meeting customer's expectations.
- IV. What are the three important steps of creating a personal vision?
- V. Why is creating a personal vision statement important?

Q:2:

(10)

- a. How can we set goals using SPIRIT?
- b. Why is setting standards important for a customer focused organisation?