

**Assessment 4**

**Total Marks: 30**

1. What is meant by the term 'test the waters'? **7**
2. Explain different ways of introducing new service strategies to the employees. **7**
3. Write short notes on the followings: **8**
  - a) Pilot scheme
  - b) Steering group

**Activity**

**8**

Prepare a training session plan for 6 new employees who have just joined your customer service team. Your aim is to train them in 'handling customer complaints effectively'