

Assessment 5

Total Marks: 30

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| 1. Discuss the importance of customer service training for an organisation. | 7 |
| 2. Discuss the role and function of policies and procedures in meeting customer requirements. | 7 |
| 3. Design and complete a customer satisfaction survey. | 7 |

Case Study

Managers at Clifton leisure centre want to attract more customers. They have improved the Gym facilities with updated equipment. They have also hired a new trained fitness instructor. One of the managers argues that before starting on their marketing campaign they should collect some information about their target customer which includes; the age range and occupation. **9**

1. How important it is for them to classify the centre's users?
2. Explain why this sort of data is helpful?