

Maintaining Service Excellence in the Organisation

Assessment

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'