
Training for Customer Service Excellence

Assessment

Total Marks: 30

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?