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| **MODEL ANSWERS – KNOWLEDGE TEST** | |
| Qualification | 522201000 OC: Retail supervisor |
| Knowledge module | KM04 Concepts and principles of enhancing customer service |

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| Learner surname |  |
| Learner full names |  |
| Learner ID number |  |
| Date |  |

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| Total possible marks | 150 | Minimum marks required (70%) | 105 |

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| **INTERNAL ASSESSMENT CRITERIA** | **QUESTION** | **MARKS** |
| KM-04 IAC0101 | 1. Describe the role of the supervisor in enhancing customer satisfaction | 20 |
| KM-04 IAC0102 | 1. Discuss the standards of service expected by internal and external customers. Give examples. | 12 |
| KM-04 IAC0103 | 1. Describe the methodologies used to measure customer satisfaction. | 10 |
| KM-04 IAC0104 | 1. Discuss the strategies used for enhancing customer loyalty | 18 |
| KM-04 IAC0105 | 1. Discuss the principles and concepts of supervising customer service | 15 |
| KM-04 IAC0201 | 1. Explain how the Consumer Protection Act and the National Credit Act impact on the rights of consumers | 30 |
| KM-04 IAC0202 | 1. Discuss the impact of accurate and inaccurate information when handling customer complaints. Include why accurate information is important, the benefist of accurate information and the consequences of inaccurate information. | 10 |
| KM-04 IAC0203 | 1. Describe the different options for a supervisor when resolving customer complaints. | 10 |
| KM-04 IAC0204 | 1. Describe how to escalate customer queries in a manner that enhances customer satisfaction | 15 |