

041306T4BUS

BUSINESS MANAGER LEVEL 6

BUS/OS/BM/CR/03/6

Manage Customer Experience

July /Aug 2023



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION COUNCIL
(TVET CDACC)**

WRITTEN ASSESSMENT

Time: 3 hours

INSTRUCTIONS TO CANDIDATES

1. This paper has three sections **A**, **B** and **C**.
2. You are provided with a separate answer booklet.
3. Marks for each question are as indicated.
4. Do not write on the question paper.

This paper consists of 3 printed pages

**Candidates should check the question paper to ascertain that all pages are
printed as indicated and that no questions are missing**

SECTION A: (40 MARKS)

Answer all the questions

1. An organization has acquired a computerized customer relationship management system. Outline **FOUR** benefits of acquiring the system. (4 marks)
2. Customer satisfaction is of great essence to a business. Highlight **FOUR** ways of enhancing customer loyalty. (4 marks)
3. Health and safety considerations should be put in place in a retail outlet to enhance customer satisfaction. State **FOUR** of health and safety considerations (4 marks)
4. List **FOUR** ways through which an organization can achieve a good reputation. (4 marks)
5. Outline **FOUR** benefits of managing customer expectations. (4 marks)
6. Customer care training equips the employees with the necessary skills to aid them in managing the customers. Highlight **FOUR** components of a customer care training plan. (4 marks)
7. Apart from the customer's name and contact details, state **FOUR** other pieces of information that must be recorded when they are complaining about a product or service. (4 marks)
8. Highlight **FOUR** benefits of engaging customers through social media platforms. (4 marks)
9. Outline **FOUR** communication channels between staff and customers. (4 marks)
10. A customer care representative has been receiving complaints from customers. List **FOUR** likely causes of the complaints. (4 marks)

SECTION B: (60 MARKS)

Answer any three questions in this section

11.

- a) Company X is undertaking a customer satisfaction survey. Explain **FIVE** reasons why it is necessary for the Company to carry out the survey. (10 Marks)
- b) You have been tasked to prepare a training program for a manufacturing firm. Describe **FIVE** steps you shall undertake. (10 Marks)

12.

- a) Outsourcing services is an emerging issue in business operations. Analyze **FIVE** benefits of outsourcing customer service functions. (10 Marks)
- b) You have been tasked to guide an intern on creating a customer feedback report. Describe **FIVE** sections of the report. (10 Marks)

13.

- a) Jamii Limited is in the process of launching an online retail outlet. Advise them on **FIVE** ways to ensure security of their sales transactions. (10 Marks)
- b) An organization wants to improve customer satisfaction. Explain **FIVE** ways on how a customer service information system can be used to do this. (10 Marks)

14.

- (a) Hamadi Holdings is in the process of training call Centre staff. Explain **FIVE** benefits of training customer care employees. (10 Marks)
- (b) Explain **FIVE** guidelines an organization may follow when handling a customer's online order to ensure customer satisfaction. (10 Marks)