

Total Marks: 30

1. Give short answers for the following questions: (12)
 - I. Discuss the importance of customer service training for an organisation.
 - II. Outline some training and development methods.
 - III. Discuss the role and function of policies and procedures in meeting customer requirements.
 - IV. Design and complete a customer satisfaction survey.
2. “A happy customer is a reliable customer”, and a reliable customer means profit” keeping in view the statement, point out the ways which help to achieve customers’ trust. (8)

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. (10)

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