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|   | OCR Level 3 Diploma in Business |  |
| Unit 4: customers and Communication |
| Name: |

Customers are vital to the success of any business. It is essential that businesses consider the importance of the customer experience and ensure that they communicate effectively with them, whether internal or external. Repeat business is crucial for future revenue and financial certainty. Businesses depend on customer satisfaction and customer loyalty. To build this you need to know who your customers are and what influences their behaviours.

In this unit you will learn the purpose, methods and importance of communication in business and the appropriateness of different forms of communication for different situations. You will develop the skills that will help you create a rapport with customers and have the opportunity to practise and develop your business communication skills. You will also learn about the legal constraints, ethical and security issues that affect how businesses store, share and use information.

**Scenario – You will adapt this for Nuffield Health Guiseley and add a brief background history of what “Nuffield Gyms” is.**

New Town Golf and Country Club New Town Golf and Country Club has an 18 hole golf course with club house and an extensive spa and fitness centre. The Club is open to members only, but allows visitors on several weekends throughout the year. Golf lessons are available from registered professionals at the club and there is a shop selling specialist sports clothing and equipment. **For the purpose of this assignment, you have been asked by the managers of New Town Golf and Country Club to review their existing customer communication techniques**

**Part 1: Review of Existing Business Practices**

*Learning Outcome 1: Understand who customers are and their importance to businesses*

*Learning Outcome 2: Understand how to communicate with customers*

*Learning Outcome 5: Know the constraints and issues which affect the sharing, storing and use of information for business communications*

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| **Pass** | **Merit** | **Distinction** |
| P1: Explain who the customers of a specific business are and what influences their behaviour  |  |  |
| P2: Describe actions that a specific business has taken in response to the differing needs of its customers  |  |  |
| P3: Explain the range of customer services a specific business provides and how each area of the business has responded to the need to provide customer service  | M1: Analyse the benefits to a specific business and to its customers of maintaining and developing customer service  | D1: Recommend and justify changes to the customer service provided by a specific business in order to improve the customer experience  |
| P4\*: Assess whether or not the form, style and layout of different communications are suitable for the intended audience and purpose  |  |  |
| P5\*: Summarise the corporate standards and corporate profile of a specific business and explain their importance to that business  | M2: Explain how a specific business manages its corporate profiles through media activity  |  |
| P10: describe the legal constraints, ethical and security issues faced by a specific business in relation to sharing and storing business communication |  |  |

***Section A – In this section you need to produce a report which includes the following tasks.***

**Task 1: Introduction (use the introduction to the assignment to help you)**

Introduce the business you have chosen. This can include a brief history of the business, products/services sold, location(s), etc. **Deadline: Tuesday 22nd t Sept**

**Task 2: Types of customers P1 Friday 2nd October.**

There are various different types of customers. These include: internal and external customers, returning customers, one-off customers, and potential/new customers.

For your business, identify the different types of customers it has. For each define the customer type and explain how the following influences their behaviour:

* Their needs and expectations
* Customer demographics
* Cultural differences
* Location
* Level of satisfaction
* How often they need to interact with the business.

**Task 3: The Business Response to differing customer needs P2**

In this section you could create a table such as the one below.

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| ***Customer Type*** | ***Specific Needs/Expectations*** | ***Business Response*** |
| Internal  | *Recap their needs/expectations as identified in task 2.* | Explain (with examples) what actions the business has taken in order to meet the needs/expectations of this specific customer.  |

**Task 4: Written Communication P4**

As part of your research you should have collected three documents. You need to assess whether or not the form, style, and layout of these documents is suitable for the intended audience and purpose.

**Task 5: Corporate Profile P5 M2**

In this section of your report you should provide summary of the Club’s corporate standards and corporate profile and an explanation of the importance of these standards and profile to the Club. Think about: colour schemes, writing styles, overall appearance of communication.

If you are working at ***Merit*** level you should include an explanation of how the Club manages its corporate profiles through media activity.

**Task 6: Legal Issues P10 P9**

The final part of your report focuses on the importance of communicating in a safe and legal way. You should provide a description of the legal constraints, ethical and security issues faced by the Club in relation to sharing and storing business communication.

***Section B - Your task is to produce a presentation, with accompanying notes***

**Task 7: Customer Service P3**

1. Explain what is meant by customer service and why it is important.
2. Having researched the business you should now outline all the different features of customer service it provides.
3. Explain why it’s important that every area of the business delivers high level of customer service.

**Task 8: The benefits of customer service to your specific business *(Merit) M1***

In this task you need to go beyond stating why customer service is important like you did in task 4. Here you need to be specific to your business and think about any internal or external factors which may influence how important customer service is to the business.

Thinking Point!

* If a business operates in a highly competitive market will its delivery of customer service be more important or less important than a business that has no competition?
* How important is customer service to a budget store such as Primark compared to a high end store such as Harrods? Why is this the case?
* How important is repeat purchase to the business? Will this influence the importance/benefit of customer service?
* Think about the impact of social media and how that can influence the importance of customer service your business.

**Task 9: Recommendations *(Distinction) D1***

In this task you will make at least 3 detailed recommendations to improve the customer service already provided by the business. As this is a distinction criteria you must fully explain the recommendation (how it would practically work in the business) and justify it. To justify the recommendation you should explain how it would meet/exceed customer expectations/needs and possibly provide example of it working for other businesses.

**Part 2: Demonstration of customer communication techniques**

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| Pass | Merit | Distinction |
| P6: demonstrate non-verbal and verbal skills when communicating with a specific customer | M3: review own use of nonverbal and verbal skills when communicating with a specific customer and suggest improvements |  |
| P7: explain the importance of listening skills in building a rapport with specific customers |  |  |
| P8: structure and deliver a verbal business communication so that its content and type of communication is appropriate for its audience and purpose | M4: review own use of verbal and written skills when communicating business messages and recommend improvements | D2: justify how to adapt the structure, method of delivery and any other considerations to convey a business message for differing audience requirements |
| P9: structure a written business communication so that its content and type of communication is appropriate for its audience and purpose |  |  |

*Learning Outcome 3: Be able to establish a rapport with customers through non-verbal and verbal communication skills*

*Learning Outcome 4: Be able to convey messages from business purposes*

***Section A: Your task is to participate in a role play.***

**Task 1: Preparation for role play**

In small groups create a visual aid which outlines “good” non-verbal and verbal communication skills. In your group you can also conduct practice role plays. After each practice you should discuss good and bad points of the communication demonstrated. You can have fun with this task but it is important to remember that you will not pass this unit if you fail to demonstrate high levels of verbal and non-verbal communication skills.

**Task 2: Role Play P6**

You will take part in a non-scripted role play where a teacher will act as the customer and you will act as a customer service agent. You may be recorded, and your teacher will write a witness statement passing or failing your performance.

**Task 3: My Performance M3**

Following the role play you will be required to produce a written piece of work that:

1. Explains the importance of listening skills in building a rapport with specific customers**. P7**

2. Reviews your own use of non-verbal and verbal skills during the role play. ***(Merit)***

3. Recommends improvements you could make to your own performance. ***(Merit)***

***Section B: Open Weekend – the business is to hold an ‘Open Weekend’ for potential new members.***

**Task 4: Press Release P9**

Prepare a press release for the ‘Open Weekend’. You should consider the types of events and activities that could be offered.

You need to remember that this is a business document, it must be suited to your intended audience but at the same time must fit with the corporate profile of the business.

**Task 5: Verbal Communication P8**

Produce and present a presentation to potential new customers. The presentation should include details of what is available at the business.

*Tip! You will be assessed on your ability to verbally communicate to customers. Therefore you should spend some time in groups discussing what qualities you need to demonstrate when delivering your presentation.*

**Task 6: My Performance M4 D2**

Prepare written work that reviews your own use of verbal and written skills when communicating business messages. Suggest improvements that you could make. ***(Merit)***

Prepare a short document that justifies how to adapt the structure, method of delivery and any other considerations when conveying your business message to meet different audience needs, for example a group of disabled people wishing to use the business. ***(Distinction)***