

Please read the instructions printed at the end of this form. **One** of these sheets, suitably completed, should be attached to the assessed work of **each** candidate.

Unit Title	2 Customer service in the leisure industry	Unit Code	G181	Session		Year	
Centre Name						Centre Number	
Candidate Name						Candidate Number	

Evidence: You need to review customer service for a chosen leisure organisation and provide customer service in a variety of situations, including handling a complaint or problem.

Criteria			Teacher Comment	Page No.		
<p>AO1.1: You show some understanding of how the differing needs of internal and external customers are met; these needs may not be specifically applied to the chosen leisure organisation; there may be some omissions or inaccuracies, showing a lack of full understanding;</p> <p style="text-align: right;">[0 1 2 3 4 5]</p>	<p>AO1.2: you provide a summary of how the needs of internal and external customers are met by the chosen leisure organisation, with few omissions, showing clear understanding of customer-service principles;</p> <p style="text-align: right;">[6 7 8 9 10]</p>	<p>AO1.3: you provide a detailed summary of how the needs of internal and external customers are met by the chosen leisure organisation and you draw reasoned conclusions about how the organisation could benefit as a result.</p> <p style="text-align: right;">[11 12 13 14 15]</p>	<table border="1"> <tr> <td>Mark</td> </tr> <tr> <td> </td> </tr> </table>	Mark		
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<p>AO2.1: You provide evidence of communication with a variety of customers in a variety of situations whereby customer-service skills have been applied (minimum four situations); your evidence of handling a customer problem is weak and shows lack of customer-service skills and supporting evidence may be lacking in depth and detail; ability to communicate using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the AO. Errors of grammar, punctuation and spelling may be noticeable and intrusive;</p> <p style="text-align: right;">[0 1 2 3 4 5]</p>	<p>AO2.2: you provide evidence of effective communication and customer-service skills being applied to a variety of customers in a variety of situations (minimum four situations), one of these situations must be a complaint or problem; limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the requirements of the AO. There may be noticeable errors of grammar, punctuation and spelling;</p> <p style="text-align: right;">[6 7 8 9 10]</p>	<p>AO2.3: you provide evidence of successful communication with a variety of customers, in a variety of situations (minimum four situations), one of these situations must be an example of dealing confidently with customer complaints or problems; ability to present relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly addresses the requirements of the AO. There will be few, if any errors of grammar, punctuation and spelling.</p> <p style="text-align: right;">[11 12 13 14 15]</p>	<table border="1"> <tr> <td>Mark</td> </tr> <tr> <td> </td> </tr> </table>	Mark		
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Criteria			Teacher Comment	Page No.
<p>AO3.1: You provide an outline of the ways in which leisure organisations assess the effectiveness of the customer service provided to their customers; the sources may not be named, the research may not always be relevant to the chosen organisation and the findings are not always used effectively;</p> <p style="text-align: right;">[0 1 2 3 4]</p>	<p>AO3.2: you provide evidence of an analysis of the methods by which your chosen leisure organisation assesses the effectiveness of the customer service it provides to its customers; the research is mostly relevant and most of the findings are used in the analysis;</p> <p style="text-align: right;">[5 6 7 8]</p>	<p>AO3.3: you provide evidence of a critical analysis of the ways in which the chosen leisure organisation assesses the effectiveness of the customer service it provides to its customers and the measures it takes to make improvements; the research is relevant and used effectively to inform your analysis.</p> <p style="text-align: right;">[9 10 11 12]</p>		
<p>AO4.1: You attempt an evaluation of the customer-service delivery in your chosen leisure organisation; you identify only the main strengths and weaknesses of the service provided and make only basic recommendations for improvement, which may not be realistic;</p> <p style="text-align: right;">[0 1 2 3 4]</p>	<p>AO4.2: you provide an evaluation of the customer-service delivery in your chosen leisure organisation; you draw sound conclusions and make judgements about the service provided to make limited but realistic recommendations for improvement;</p> <p style="text-align: right;">[5 6]</p>	<p>AO4.3: you provide an evaluation of the customer-service delivery in your chosen leisure organisation; you draw valid and substantiated conclusions and make well-reasoned judgements about the service provided, to make valid recommendations for improvements to the organisation's customer service.</p> <p style="text-align: right;">[7 8]</p>		
Total/50				
If this work is a re-sit, please tick	Session and Year of previous submission		Please tick to indicate this work has been standardised internally	

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).

Guidance on Completion of this Form

- 1 One sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.