

OCR Level 3 Cambridge Technical

Unit 4: Customers and Communication

Level 3 Unit 4 - Assignment 1 Report format

Hand out: _____ Hand in: _____

Scenario: Boringdon Park Golf Club

Boringdon Park Golf 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 Boringdon Park Golf Club to review their existing customer communication techniques. Your tutor will provide you with guidance on the business in your local area that will act as Boringdon Park Golf Club.

The Learner will:	The Learner Can:		Grade Achieved	Teacher Comment:
Learning Outcome 1: Understand who customers are and their importance to businesses	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.		
			Final Grade	

Notice to Candidate

The work you submit for assessment must be your own. If you copy from someone else or allow another candidate to copy from you, or if you cheat in any other way, you may be disqualified from at least the subject concerned.

Declaration by candidate: I have read and understood the Notice to Candidate (above). I have produced the attached work without any help apart from that which has been stated on this sheet.

Signed:.....

Date:.....