

Question 16 (5 marks)

- (a) Outline procedures for handling client complaints. 2

** Never take the situation personal*
.....
** If can't handle the situation then ask*
.....
another person / colleague for help.
.....
.....

- (b) Describe strategies that can enhance the delivery of quality customer service. 3

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** good / positive characteristics can attract*
.....
customers into a good service.
.....
** Gain customer loyalty in order to become*
.....
long term customers.
.....
** Presentation can gain quality customer serv.*
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