

Question 16 (5 marks)

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

- stay calm and listen carefully
- put them through to the person in charge,
so they may leave the complaint with them

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

• training - on how to deal with customers, continually.
• appraisals - encourage employees to work harder, in certain areas, such as customer service.
• make sure all employees are aware of how to deal with customers, and reward ~~custo~~^{the} employees.
~~which~~ These can all enhance the delivery of quality customer service by employees.