



**higher education
& training**

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA

MARKING GUIDELINE

NATIONAL CERTIFICATE (VOCATIONAL)

**CLIENT SERVICE AND HUMAN RELATIONS
NQF LEVEL 4**

XX February 2020

This marking guideline consists of 9 pages.

QUESTION 1

- 1.1 1.1.1
- Check the company's bottom line/profits
 - Consider the customers' feedback/when customers complain
 - Consider the employees' feedback
 - Conduct a training needs analysis
- (4)

- 1.1.2
- Observation of employees
 - Staff evaluation/appraisal
 - Interviews with employees
 - Customer feedback/customer surveys/customer interviews
 - Feedback from co-workers
- (Any 4 × 1) (4)

- 1.2
- B
E
G
H
J
- (5 × 1) (5)

1.3

	INDIVIDUAL CONSTRAINTS	COMPANY CONSTRAINTS
Definition	1.3.1 Anything that restricts or limits an individual's freedom of action/problems that hinder individuals from functioning effectively (1)	1.3.2 Anything that restricts or limits the company's freedom of action/problems that hinder the company from functioning effectively (1)
Examples	1.3.3 <ul style="list-style-type: none"> • Training needs • Lack of motivation • Dissatisfaction • Misunderstanding • Workplace conflict • Lack of resources (Any FIVE)	1.3.4 <ul style="list-style-type: none"> • Time • Finances • Training resources (3)

(10)

- 1.4
- So that the necessary steps can be taken to address problems.
 - It enables the company to establish whether or not it will be able to afford to pay for the training.
 - To ensure that the training is linked to specific skills shortages.
- (3)

- 1.5
- 1.5.1
- Improve safety conditions/fire safety/emergency situations/protective clothing
 - Improve environmental conditions/ventilation/noise levels/lighting
 - Improve ergonomic conditions/better designed workstations/furniture/workspaces
 - Provide better tools/equipment
 - Improve job design/division of work for effective performance of tasks
- (5)
- 1.5.2
- Provide formal training/partner with educational institutions
 - Provide on-the-job training and coaching
 - Provide clear criteria about acceptable performance
 - Improve the timing of feedback
 - Improve the quality of feedback
 - Improve access to job information
 - Appoint in-house mentors for staff
- (6)
- 1.6
- Have a meeting with the staff members
 - Ask the staff members to complete self-evaluation forms
 - Complete performance appraisal forms
 - Observe the staff members in a work situation and note any improvements or issues, or conduct a performance test
 - Listen to client feedback and read complaints/feedback forms
 - Compare the staff members' current performance with their desired performance
 - Evaluate evidence such as reports, time sheets etc. (Any 3 × 1)
- (3)
[40]

QUESTION 2

- 2.1
- | ECONOMIC FACTORS | INDIVIDUAL FACTORS | GROUP FACTORS |
|---|---|---|
| 2.1.1
• Purchasing power
• Personal income
(2) | 2.1.2
• Age
• Motivation
• Lifestyle
• Personality
(4) | 2.1.3
• Social class
• Family
• Opinion leaders
(3) |
- (9)
- 2.2
- Food
 - Accommodation
 - Transport
 - Visit cultural attractions
 - Attend cultural festivals
 - Laundry
 - Visit curio shops/markets
- (Any 5 × 1) (5)

- 2.3
- Gain life-long clients.
 - Gain valuable ideas for new products and services.
 - Keep the client who may have decided against going elsewhere.
 - Fix problems which could have frustrated other clients who walked out.
 - Discover problems that the organisation did not even know existed.
 - Avoid the complaint being escalated/or put out in the media/social media.
- (Any 5 × 1) (5)
- 2.4
- When the staff member is unable to resolve the complaint.
 - When the staff member has no authority to deal with the problem.
 - When the staff member does not understand the problem.
 - When the staff member does not have the skill to deal with the problem.
 - When the client does not understand the staff member or vice versa.
 - If the client requests to be referred to a more senior person.
- (6)
- 2.5
- It creates positive goodwill and the anticipation of excellence.
 - Clients will be happy/satisfied to meet the staff who were waiting for them on arrival.
 - Errors could be corrected earlier.
 - It ensures that clients are warmly welcomed.
 - It enables the answering of any questions clients might have.
 - First impressions last. Clients will overlook little mistakes if they occur at a later stage.
 - Clients will feel valued if their expectations are met.
- (7)
- 2.6
- You will be able to relate well with clients.
 - It promotes understanding between clients and employees.
 - It enhances effective communication.
 - It encourages respect for others.
 - Clients' needs and expectations can be identified easily.
 - It ensures client satisfaction.
 - Clients will feel welcome, respected and comfortable.
 - It encourages/promotes tourism.
 - It promotes democracy.
- (Any 8 × 1) (8)

[40]**QUESTION 3**

- 3.1
- Clients will be satisfied.
 - It leads to increased sales.
 - More clients will be gained through repeat business and recommendations.
 - It enhances a better public image.
 - It ensures a strong business image.
 - More profits will result in salary increments, which will ensure a happier and more efficient workforce.
 - The business will outshine other competitors.
- (Any 6 × 1) (6)

3.2		WRITTEN FEEDBACK	VERBAL FEEDBACK	
		<ul style="list-style-type: none"> Using client feedback cards/forms or questionnaires. Emailing/writing a business letter/ SMS/to ask a client how he/she enjoyed his/her experience with the business. E-mail surveys to ask a client how he/she enjoyed his/her experience with the business. Feedback on social media platforms. 	<ul style="list-style-type: none"> Speaking to the client in person about his/her experiences with the business. Phoning the client to ask him/her about his/her experience with the business. 	(2 × 2) (4)
3.3	3.3.1	Potential clients: People who are likely/who you expect to become clients of the organisation/company ✓ and who are not clients right now. ✓		(2)
	3.3.2	Internal clients: The people who work inside the organisation ✓ and rely in the organisation for the services, products or information they need to do their jobs. ✓		(2)
	3.3.3	External clients: The clients outside the organisation ✓ who buy the products and services from the organisation. ✓		(2)
3.4		<ul style="list-style-type: none"> She will learn new skills. Her chances for promotion will improve. She will make a positive contribution to the department and the company. She will be assisting her supervisor. She will be helping the supervisor to meet deadlines. 		(5)
3.5	3.5.1	<ul style="list-style-type: none"> Thank the staff and appraise them. Give the staff incentives. Acknowledge a staff member of the month. Build on the good aspects by sharing in staff meetings. 		(Any 2 × 1) (2)
	3.5.2	<ul style="list-style-type: none"> Discuss with the staff how best to overcome problems. Consider formal and informal on the job training options. Conduct workshops. Encourage the staff to further their own development. Provide guidance/coaching. 		(Any 4 × 1) (4)

- 3.6 Policies:
Sets of guidelines that outline the important objectives and broadly indicate the framework within which work must be performed.✓ Policies allow for individual discretion and minor adjustments without the need for direct clearance by a higher level.✓ (2)
- Procedures:
Describe in detail how a task or series of tasks needs to be performed.✓ They are designed to be applied under specific conditions.✓ They are more specific, rigid and impersonal.✓ (Any 2 × 1) (2)
- 3.7
- Policies and procedures help to specify employees' goals.
 - They indicate the best method for performing a task.
 - They show which aspects of tasks are most important.
 - They outline how an individual will be rewarded. (4)
- 3.8
- Ask questions.
 - Speak slowly and carefully.
 - Use hand gestures or sign language when dealing with hearing or speech impaired clients.
 - Use print media.
 - Ask clients to sign next to the section that has been explained. (5)
- [40]**

QUESTION 4

- 4.1
- Be loyal
 - Treat a client's business as confidential
 - Develop a positive attitude
 - Be polite
 - Be efficient
 - Give accurate information
 - Have sound product knowledge/know your product
 - Go the extra mile
 - Show respect
 - Be attentive/actively listen
 - Be creative in solving problems (Any 6 × 1) (6)
- 4.2
- Radio
 - Print media/Magazines/Newspapers/Brochures
 - Television
 - Window displays
 - Internet
 - Bill boards (Any 4 × 1) (4)

- 4.3
- You will have happier clients.
 - You will have happier staff as they will have the satisfaction of resolving complaints and satisfying their clients.
 - Service excellence will be improved.
 - Happier clients will refer other clients to the business.
 - A positive reputation of the industry. (5)
- 4.4
- When you have happy clients/customers, they will return for more business, ✓ which will grow the business. ✓
 - When you strive to achieve excellent service, you will attract more clients, ✓ because people go where they get the best service. ✓
 - When you anticipate clients' needs, they will feel valued. ✓
 - Clients will feel that the business is making them a priority when their needs are met.
 - When you monitor client satisfaction, clients will be assured that excellent service will continue in the future. (Any 5 × 1) (5)
- 4.5
- | | | | |
|--------|---|--|---------------|
| 4.5.1 | C | | |
| 4.5.2 | A | | |
| 4.5.3 | B | | |
| 4.5.4 | D | | |
| 4.5.5 | C | | |
| 4.5.6 | C | | |
| 4.5.7 | A | | |
| 4.5.8 | D | | |
| 4.5.9 | B | | |
| 4.5.10 | B | | |
| | | | (10 × 1) (10) |
- 4.6
- | | | | |
|-------|--|--|-------------|
| 4.6.1 | Fallen electrical cables: Electrical department/Eskom | | |
| 4.6.2 | Explosions: Police/Bomb Squad | | |
| 4.6.3 | Poisonous fumes: Disaster management/environmental health officers | | |
| | | | (3 × 1) (3) |
- 4.7
- Three years (1)
- 4.8
- Fractures
 - Bleeding
 - Wounds (3)
- 4.9
- A – Open the air way
 - B – Breathe for the casualty to inflate his or her lungs and allow blood to be deoxygenated
 - C – Circulate the blood by compressing the chest (3)
- [40]**

QUESTION 5

- 5.1
- He can make quick and accurate decisions.
 - He can minimise injuries.
 - He knows who to contact in case of emergency situations.
 - He knows the correct procedures to follow.
 - He will save the life of the patient instead of causing unnecessary death.
 - He can take charge of the situation.
 - He knows how to protect himself against infections. (Any 6 × 1) (6)
- 5.2
- 5.2.1
- Do not touch the parcel.
 - Remain calm and say nothing that will encourage irrational behaviour.
 - Preserve any evidence that can be handed to the police.
 - Leave doors and windows open.
 - Evacuate the building.
 - Move to the nominated area. (Any 5 × 1) (5)
- 5.2.2
- Be calm and quiet.
 - Do not challenge, annoy or bargain with the captors.
 - Attempt to escape if it is safe to do so.
 - Do not panic.
 - Walk away steadily with raised arms when you are released. (5)
- 5.3
- Ingestion/Swallowing
 - Inhalation/Breathing
 - Absorption/Through the skin
 - Injection/Puncturing (4)
- 5.4
- Skin colour
 - Skin temperature
 - Body temperature
 - Pulse rate
 - Respiration rate (5)
- 5.5
- Direct pressure of the hand over the wound.
 - Elevation/elevate the wound above the level of the heart.
 - Pressure point/put pressure on the nearest pressure point/pulse point. (3)
- 5.6
- 5.6.1
- Do not move the injured part unnecessarily
 - Dress any wound carefully
 - Do not apply pressure
 - Immobilise the limb
 - Ensure that the patient is breathing
 - Stop any heavy bleeding
 - Keep the patient comfortable
 - Treat the patient for shock
 - Send the patient for medical assistance (Any 6 × 1) (6)

- 5.6.2
- Treat the skin with cold water until the pain is relieved
 - Blot the skin dry with a clean towel
 - Cover the affected area with a dry dressing
 - Do not break blisters
 - Do not use an antiseptic preparation, ointment, spray or home remedy on a severe burn
 - Leave it to dry until medical care has been obtained
- (6)
[40]
- TOTAL: 200**