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

21 November 2023

This marking guideline consists of 9 pages.

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QUESTION 1

1.1
1.1.1 A✓
1.1.2 C✓
1.1.3 B✓
1.1.4 C✓
1.1.5 C✓
1.1.6 B✓
1.1.7 D✓
1.1.8 A✓
1.1.9 C✓
1.1.10 D✓

(10 × 1) (10)

1.2
- Ignoring guest complaints will add to their unhappiness. ✓
- It will also make it more difficult to solve the problem. ✓
- Businesses can gain valuable ideas for new services and products. ✓
- Businesses can keep/retain guests who may have gone elsewhere/gain lifelong, loyal guests. ✓
- They can discover problems that the business did not even know existed and fix them. ✓
- To avoid the guest from bad-mouthing the business. ✓
- The business will have happier staff because they will have the satisfaction of resolving complaints and satisfying guests. ✓
- Service excellence will be improved. ✓ (Any 5 × 1) (5)

1.3
- Not providing a variety of facilities/misleading advertising✓
- Unsafe entranceway✓
- Bad reception/incompetent or discourteous staff✓
- Inefficient/slow service✓
- Not prepared for the client's arrival✓
- Clients not informed about the whereabouts of their belongings✓
- Not receiving staff's undivided attention✓
- Bathrooms and toilets not clean✓
- Electrical appliances not working/faulty✓
- Product or service not performing as promised✓
- Electricity not available throughout the stay/no generator✓ (Any 5 × 1) (5)

1.4
- Reception/front of house✓
- Housekeeping✓
- Food and beverage✓
- Maintenance✓
- Marketing✓ (5)

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1.5
- A complaint not handled correctly can cause a lot of damage to the company. ✓
- The client's satisfaction depends on how his/her complaint is handled. ✓
- The person dealing with the problem should be able to solve it or make sure it is handled by someone who can. ✓
- If this isn't done, the client will feel as if his/her complaint is not important enough to be handled by the right person. ✓
- Managers must make sure staff know what authority they have and whom they should inform if the complaint falls outside their area of responsibility.✓
- A complaint could be worsened if a junior staff member makes promises to a client that the business does not allow, and then has to go back on his/her word. ✓ (Any 4 × 1) (4)

1.6
- They can write a letter. ✓
- Send an email if they have the client's email address. ✓
- They can call the client on their landline or cell phone. ✓
- They can send an SMS informing the client that they are attending to their complaint. ✓ (Any 3 × 1) (3)

1.7
- Client's personal details and business must be kept confidential. ✓
- Employees must remain loyal to the company they work for and not badmouth their employer in front of a client. ✓
- Employees must have a positive attitude towards client needs and preferences. ✓
- Employees must be polite when addressing and assisting a client.
- Employees must be efficient. ✓
- They should ask questions if they are not sure instead of pretending to know how things are done. ✓
- They must practice a new skill until they have mastered it. ✓
- Have the right attitude towards their job. A bad attitude is very easily picked up by a client. ✓
- Employees must be accurate. No client wants to receive incorrect documents or the wrong information. ✓
- Employees must have good product knowledge. ✓ (Any 4 × 1) (4)

1.8
- Have a team to follow up on complaints. ✓
- Design a complaints form and make them accessible to clients. ✓
- Ensure definite timelines to deal with complaints. ✓
- Stipulate levels of authority to deal with complaints. ✓
- Ensure that staff understand the procedures. ✓
- Check if the procedure is user-friendly. ✓
- Conduct meetings with staff to find other suggestions. ✓
- Set up a dedicated department to handle complaints.
- Ensure there is a logical procedure for handling complaints✓
- Find solutions to any problem that the client might have. ✓
- Give feedback to clients and management. ✓ (Any 4 × 1) (4)

[40]

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QUESTION 2

2.1
2.1.1 Lecture ✓
2.1.2 First aid ✓
2.1.3 Non-verbal feedback ✓
2.1.4 Service levels ✓
2.1.5 Internal clients ✓

(5 × 1) (5)

2.2
- Hotel ✓
- Motel ✓
- Lodge ✓
- Resort ✓
- Apartment ✓
- Farm stay ✓
- Guest house ✓
- Bed and breakfast ✓
- Airbnb ✓

(Any 8 × 1) (8)

2.3

TRANSPORTATION SERVICES	INFORMATION SERVICES	TRAVEL SERVICES	GAMING & LEISURE SERVICES
• Coach companies✓ • Railway services✓	• Places of interests✓ • Political stability of a particular destination✓	• Event organisers✓ • Tour operators✓ • Tour guides ✓	• Horseracing ✓ • Food exhibitions✓ • Music festivals✓

(10)

2.4
- It is a very competitive industry. ✓
- Customers have many choices with regard to the services they need. ✓
- For her business to make money, she needs customers. ✓
- Her services will have to be better than what her competitors offer if she wants to attract more customers. ✓
- She can make customers aware of her services by marketing the services she provides. ✓
- The more customers she attracts the more money she will make. ✓

(Any 4 × 1) (4)

2.5
- Website/internet/social media ✓
- Print media/newspapers/magazines/pamphlets/brochures ✓
- Television ✓
- Billboards ✓
- Radio ✓

(Any 3 × 1) (3)

2.6 2.6.1
- Clients need to know that the organisation values their support. ✓
- They should be told this or be shown it by being given small gifts of appreciation.✓

2.6.2
- Clients want the employee's undivided attention when they are speaking to them. ✓
- They also expect that employees should greet them first before they greet them. ✓

2.6.3
- Clients need to have choices and alternatives to be able to make decisions. ✓
- They need be given a sense that they are in control of how they spend their money. ✓
- They also want to make up their own minds. ✓

(Any 3 × 2) (6)

2.7
- Abby must make sure that she gives the client the correct information. ✓
- She can refer the client to her website if she has one. ✓
- She must find out where the client will be travelling from. ✓
- She can then make a copy of the map, highlighting the best and safest route to her establishment. ✓
- The map can then be scanned and emailed to the client. ✓ (Any 4 × 1) (4)

[40]

QUESTION 3

3.1
3.1.1 F ✓
3.1.2 D ✓
3.1.3 H ✓
3.1.4 A ✓
3.1.5 C ✓

(5 × 1) (5)

3.2 Verbal/oral feedback ✓ (1)

3.3.1
- This type of survey follows a predesigned set of questions.✓
- The interviewer will explain the rating method to the listener.✓
- The interviewer will make notes of the answers✓or
- Complete a form predesigned for this type of survey.✓
- With a predesigned form, an untrained person can ask questions.✓

(Any 3 x 1) (3)

3.3.2
- These are questions that are asked spontaneously by the interviewer.✓
- An interviewer needs to have a good understanding✓ of the nature of the business being surveyed. ✓

(3 × 1) (3)

3.4 It helps an employee to:
- work harmoniously with others. ✓
- evaluate and accept responsibility. ✓
- identify methods of responding to conflict. ✓
- work in a team. ✓ (4)

3.5 3.5.1
- Feedback from clients ✓
- Feedback from co-workers ✓
- Appraisal by management ✓
- Self-evaluation using a questionnaire ✓ (4 × 1) (4)

3.5.2
- Getting it right from the start will create a good impression. ✓
- Not being prepared and making mistakes at the beginning will make a client anxious and wary. ✓
- A client who experienced a competent start will easily overlook a problem that may occur at a later stage. ✓
- Clients will come back if they are met with competent staff. ✓ (4 × 1) (4)

3.5.3
- Apologise to the client. ✓
- Thank him/her for bringing it to your attention ✓.
- Report it to her manager/person responsible/maintenance department. ✓ (Any 2 × 1) (2)

3.5.4
- Helping clients without greeting them. ✓
- Allowing clients to smoke in public areas. ✓
- Letting clients pay for things that are free (promotional items). ✓
- Allowing access to unauthorised personnel. ✓
- Accepting bribes from clients. ✓
- A blind traveller was turned away at the airport because the travel agent did not explain that guide dogs are not allowed. ✓
- Divulging clients' information. ✓ (Any 5 × 1) (5)

3.6
- It ensures effective training. ✓
- Employees will be able to implement what they have learnt in their own unique way. ✓
- Employees will be treated according to their differences. ✓
- Employees' participation in the training will be effective. ✓
- It is cost-effective. ✓ (5)

3.7 3.7.1
- Training needs ✓
- Lack of motivation ✓
- Dissatisfaction ✓
- Misunderstanding ✓
- Workplace conflict ✓
- Lack of resources ✓ (Any 2 × 1) (2)

3.7.2
- Finance ✓
- Time ✓
- Training resources ✓ (Any 2 × 1) (2)

[40]

QUESTION 4

4.1
4.1.1 True ✓
4.1.2 False ✓
4.1.3 False ✓
4.1.4 True ✓
4.1.5 False ✓
4.1.6 True ✓
4.1.7 False ✓
4.1.8 True ✓
4.1.9 False ✓
4.1.10 True ✓

(10 × 1) (10)

4.2
- Observation/company inspection. ✓
- Declined profits/company's bottom line. ✓
- Negative customer feedback. ✓
- Surveys/research. ✓
- Employee feedback. ✓
- Employee self-evaluation. ✓
- Co-worker feedback on colleagues' performance ✓.
- Carrying out a training needs analysis. ✓ (Any 6 × 1) (6)

4.3 4.3.1
- A manager has to draw up an annual budget. ✓
- One of the items on the expense budget of any business is training. ✓
- Manager must budget for the training of staff based on his/her knowledge of staff members, the job requirements, future trends in technology and product requirements. ✓ (Any 2 × 1) (2)

4.3.2
- The manager is the best person to know how much time each of his/her workers has available for training. ✓
- They would also know which senior staff members are available to train new employees. ✓
- He/she will know when the department has time constraints and will plan for training courses to take place during quiet periods. ✓
- He/she will also arrange for replacements or substitutes for those employees who will be away from their workstations. ✓

(Any 3 × 1) (3)

4.3.3
- This includes a variety of aspects involved in the training process such as people with the expertise to provide the training and the materials involved. ✓
- Examples of these are books, projectors, computers, guidelines, notes, stationery and training venues. ✓
- Resources also include the time needed for training and the finances involved. ✓ (Any 2 × 1) (2)

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4.4
- Employees will know how they are doing in the training programme. ✓
- Provides information about the effectiveness of the training. ✓
- It enables employees to evaluate their progress and make improvements where necessary. ✓
- Employees will be able to focus on the steps that are needed to achieve his or her goal. ✓
- It makes the process of training and development more constructive. ✓
- It improves their confidence. ✓
- It motivates staff to learn. ✓
- Employees will easily implement what they have learnt. ✓
- Lack of feedback leads to discouragement. ✓ (Any 7 × 1) (7)

4.5
- They cannot make accurate decisions. ✓
- They can cause more injuries. ✓
- They do not know the correct procedures to follow. ✓
- Lack of experience may lead to unnecessary deaths.
- They can paralyse a person. ✓
- They can easily contract diseases. ✓
- They cannot collect information about the victim. ✓
- They do not know whom to contact in case of an emergency situation. ✓
- They do not have legal responsibilities. ✓ (Any 8 × 1) (8)

4.6
- So that no time is wasted. ✓
- The injured person's life can be saved if the correct personnel is contacted.✓ (2)

[40]

QUESTION 5

5.1
5.1.1 H ✓
5.1.2 F ✓
5.1.3 G✓
5.1.4 A ✓
5.1.5 C ✓ (5 × 1) (5)

5.2 5.2.1 Choking ✓ (1)

5.2.2 Choking is when a foreign body✓ lodges in the throat or wind pipe✓ (2)

5.2.3
- Coughing ✓
- Clutching the neck ✓
- Unconsciousness ✓
- Unable to speak. ✓
- Bluish face ✓
- Whistling sound ✓
- Anxiety ✓
- Swollen neck ✓
- Flaring nostrils ✓ (Any 7 × 1) (7)

5.2.4
- Back blow ✓
- Finger swipes ✓
- Abdominal thrust ✓
- Chest thrust ✓ (4)

5.3 5.3.1
- Alert other workers about the spill. ✓
- Confine the spill and evacuate people working in that area. ✓
- Ventilate the area. ✓
- If the spilt material is flammable, extinguish flames. ✓
- Secure appropriate clean-up supplies. ✓
- Wear safety clothing when cleaning spills. ✓ (6 × 1) (6)

5.3.2
- Approach the victim only if it's safe to do so. ✓
- Do not put yourself in the line of fire. ✓
- Apply first aid to your level of training. ✓
- If you are not qualified, call/alert a first aider. ✓
- Use anything handy e.g., a shirt or jacket to apply moderated pressure or arterial pressure point to stop the bleeding. ✓
- Do not attempt to move the victim unless absolutely necessary✓
- Call an ambulance. ✓ (Any 6 × 1) (6)

5.4
- Potential emergency situations ✓
- Hazardous materials used on site ✓
- Key organisational responsibilities ✓
- Arrangements with local emergency support providers e.g., paramedics, ambulance service ✓
- Emergency response procedures, including emergency communication procedures e.g., if telephone lines are down ✓
- Locations and types of emergency response equipment e.g., first aid kit ✓
- Maintenance of emergency response equipment e.g., fire extinguishers ✓
- Training of staff, including the on-site emergency response team ✓
- Testing of alarm system ✓
- Evacuation routes and exits and assembly points ✓
- Chain of command ✓ (Any 5 × 1) (5)

5.5
- Direct pressure ✓
- Pressure point ✓
- Elevation ✓ (Any 2 × 1) (2)

5.6
- Internal wounds ✓
- External wounds ✓ (2)

[40]

TOTAL: 200

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