**MARK SHEET – Managing customer relations**

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| **Centre Number :** |  | **Centre Name :** |  |
| **Learner Registration No :** |  | **Learner Name:** |  |
| **INSTRUCTIONS FOR ASSESSMENT AND USE OF MARK SHEET** Assessment must be conducted with reference to the assessment criteria (AC). In order to pass the unit, every AC must be met.Assessors will normally award marks for every AC and then total them into a percentage. However, for greater simplicity, there is the option to not use marks at all and merely indicate with a ‘Pass’ or ‘Referral’ in the box (below right). In order to pass the unit every AC must receive a ‘Pass’ **Where marks are awarded according to the degree to which the learner’s evidence in the submission meets each AC, every AC must be met, i.e. receive at least half marks (e.g. min 10/20). Any AC awarded less than the minimum produces an automatic referral for the submission (regardless of the overall mark achieved).** Sufficiency descriptors are provided as guidance. If 20 marks are available for an AC and the evidence in the submission approximates to the ‘pass’ descriptor, that indicates it should attract 10 marks out of 20, if a ‘good pass’ then ca. 15 out of 20. The descriptors are not comprehensive, and cannot be, as there are many ways in which a submission can exceed or fall short of the requirements. | 1. **Learner named above confirms authenticity of submission.**
2. **ILM uses learners’ submissions – on an anonymous basis – for assessment standardisation.  By submitting, I agree that ILM may use this script on condition that all information which may identify me is removed.**

**However, if you are unwilling to allow ILM use your script, please refuse by ticking the box: □** |
| **Learning Outcome / Section 1:** Be able to use environmental scanning to find and retain customers  |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors***[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | **Assessor feedback on AC** *[comments not necessary in every box]* |
| AC 1.1Conduct an environmental scan of the business environment in which your organisation operates | **Referral [*ca. 4/16*]** | **Pass [*8/16*]** | **Good Pass [*ca. 12/16*]** |  |
| * An environmental scan is not conducted, or is inappropriate, incorrect or incomplete, or the environmental scan is generic with no focus on the specific business environment of own organisation
 | * A limited but sufficient environmental scan focused on the specific business environment of own organisation is conducted appropriately and correctly, and the outputs of the environmental scan are sufficient to support the development of an analysis of the factors that impact upon the organisation’s ability to find new customers and to retain existing customers
 | * An enhanced environmental scan, e.g. LoNGPESTEL, focused on the specific business environment of own organisation is conducted appropriately and correctly, and the outputs of the enhanced environmental scan wholly support the development of an analysis of the factors that impact upon the organisation’s ability to find new customers and to retain existing customers
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| / 16(min. of 8) | Pass or Referral |
| AC 1.2Analyse factors that impact upon the organisation’s ability to find new customers and retain existing customers | **Referral [*ca. 5/20*]** | **Pass [*10/20*]** | **Good Pass [*ca. 15/20*]** |  |
| * Factors that impact upon the organisation’s ability to find new customers and retain existing customers are not addressed, or are inappropriate, incorrect or incomplete
* Factors that impact upon the organisation’s ability to find new customers or retain existing customers are addressed, but not both
* Factors that impact upon the organisation’s ability to find new customers and retain existing customers are merely listed or described with no analysis to discover the essential features of the factors and to draw conclusions
 | * The factors that impact upon the organisation’s ability to find new customers and retain existing customers are analysed to discover their essential features and to draw conclusions, although the analysis may sometimes be subjective, or the evidence base for the analysis may sometimes be limited, or ranking of the factors may be limited
 | * The factors that impact upon the organisation’s ability to find new customers ***and*** retain existing customers are analysed and ranked objectively using a wide evidence base to discover their essential features and to draw conclusions
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| / 20(min. of 10) | Pass or Referral |
| AC 1.3Use the results of the environmental scan, to plan strategies to improve the organisation’s ability to find and retain customers | **Referral [*ca. 5/20*]** | **Pass [*10/20*]** | **Good Pass [*ca. 15/20*]** |  |
| * Planning strategies to improve the organisation’s ability to find and retain customers is not addressed, or the strategies are not based on the results of the environmental scan, or the strategies are inappropriate, incorrect or incomplete, or the planning is inappropriate, incorrect or incomplete
* Strategies are planned to improve the organisation’s ability to find or retain customers, but not both
 | * Strategies to improve the organisation’s ability to find and retain customers are based on the outputs of the environmental scan and are correct and appropriate, although the strategies may need further development before full implementation
* Strategies are planned to improve the organisation’s ability to find and retain customers, although planning may need further development before full implementation
 | * Strategies to improve the organisation’s ability to find and retain customers are based on the outputs of the environmental scan and are correct and appropriate, and are wholly developed and planned and ready for full implementation
 |
| / 20(min. of 10) | Pass or Referral |
| AC 1.4Lead the implementation of strategies to improve the organisation’s ability to find and retain customers | **Referral [*ca. 3/12*]** | **Pass [*6/12*]** | **Good Pass [*ca. 9/12*]** |  |
| * There is no implicit or explicit evidence that the candidate is leading, or is proposing to lead, the implementation of strategies to improve the organisation’s ability to find and retain customers, or the leadership style(s) is inappropriate or lacking
 | * There is implicit or limited explicit evidence that the candidate is leading, or is proposing to lead, the implementation of strategies to improve the organisation’s ability to find and retain customers, although the appropriateness of the leadership style(s) for the implementation needs further clarification
 | * There is explicit evidence that the candidate is leading, or is proposing to lead, the implementation of strategies to improve the organisation’s ability to find ***and*** retain customers, and detailed clarification of the leadership style(s) confirms its appropriateness for leading the implementation
 |
| / 12(min. of 6) | Pass or Referral |
| **Section comments** (optional): | **Verification comments** (optional): |
| **Learning Outcome / Section 2:** Understand how the customer supply chain operates to meet customer requirements  |
| **Assessment Criteria (AC)** | **Sufficiency Descriptors***[Typical standard that , if replicated across the whole submission, would produce a referral, borderline pass or good pass result]* | **Assessor feedback on AC** *[comments not necessary in every box]* |
| AC 2.1Appraise the customer supply chain to identify any strengths, weaknesses, opportunities or threats | **Referral [*ca. 5/20*]** | **Pass [*10/20*]** | **Good Pass [*ca. 15/20*]** |  |
| * The customer supply chain is not addressed, or the customer supply chain is merely described with no appraisal to make judgements that identify any strengths, weaknesses, opportunities or threats as to how well the customer supply chain does its job, or the customer supply chain appraisal is generic with no focus on own organisation, or there is no evidence of an appropriate methodology being used for the appraisal
 | * Own organisation’s customer supply chain is appraised using an appropriate methodology to make judgements that identify any strengths, weaknesses, opportunities or threats in how well the customer supply chain does its job, although the appraisal may sometimes be subjective or lack evidence and ranking may be limited
 | * objective evidence base and an appropriate methodology to make judgements that identify and rank any strengths, weaknesses, opportunities or threats in how well the customer supply chain does its job
 |
| / 20(min. of 10) | Pass or Referral |
| AC 2.2Use the results of the audit to recommend strategies to improve your organisation’s ability to meet customer requirements | **Referral [*ca. 3/12*]** | **Pass [*6/12*]** | **Good Pass [*ca. 9/12*]** |  |
| * Strategies to improve your organisation’s ability to meet customer requirements are not recommended, or recommended strategies are inappropriate, incorrect or incomplete, or recommended strategies are generic and not based on the results of the audit or are not focused on own organisation
 | * The results of the audit identifying any strengths, weaknesses, opportunities or threats are used to recommend strategies to improve the ability to meet customer requirements and are focused on own organisation and are correct and appropriate, although the recommended strategies may require further development for full implementation
 | * The results of the audit identifying any strengths, weaknesses, opportunities or threats are used to recommend strategies to improve the ability to meet customer requirements are focused on own organisation, are correct and appropriate, and are capable of full implementation
 |
| / 12(min. of 6) | Pass or Referral |
| **Section comments** (optional): | **Verification comments** (optional): |
|  | **/ 100** | **TOTAL MARKS** |
| **Assessor’s Decision** | **Quality Assurance Use** |
| **Outcome** (*delete as applicable*): **PASS / REFERRAL** | **Signature of Assessor:****Date of QA Check:** | **Outcome** (*delete as applicable*): **PASS / REFERRAL** | **Signature of QA:****Date of QA check:** |