**ASSIGNMENT TASK for Unit: Managing customer relations**

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| **Centre Number** | **Centre Name**  |
| **Learner Registration No** | **Learner Name** |
| **TASK**The purpose of this unit is to develop understanding and ability to be able to manage customer relations as required by a practising or potential middle manager. **note**An ILM Assessment Task provides an opportunity to relate your learning directly to your current organisation. It is recommended that you discuss the assignment with your line manager to explore and agree how the task could be used to support the needs of your employer (as well as evidencing your learning as part of completing your ILM qualification).If you are not currently working within an organisation, then you may complete this task in relation to an organisation with which you are familiar. This could include experience working in a voluntary capacityThe nominal word count for this assignment is 2500 words: The suggested range is between 2000 and 3000 words, however individuals have different writing styles, and there is no penalty if the word-count range is exceeded. |
| *Please use the headings shown below when writing up your assignment* | **Assessment Criteria** |
| **Be able to use environmental scanning to find and retain customers**conduct an environmental scan focused on the business environment of own organisation and to analyse the outputs of the environmental scan and draw conclusions on how they impact upon the organisation’s ability to find new customers and to retain existing customers.You are then required to use the outputs of the environmental scan to develop, plan, and lead strategies to improve the organisation’s ability to find and retain customers. | * Conduct an environmental scan of the business environment in which your organisation operates (16 marks)
* Analyse factors that impact upon the organisation’s ability to find new customers and retain existing customers (20 marks)
* Use the results of the environmental scan, to plan strategies to improve the organisations ability to find and retain customers (20 marks)
* Lead the implementation of strategies to improve the organisation’s ability to find and retain customers (12 marks)
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| **Understand how the customer supply chain operates to meet customer requirements** The second part of the task requires an appraisal of own organisation’s customer supply chain using an appropriate methodology to identify any strengths, weaknesses, opportunities or threats to enable a judgement to be made as to its effectiveness. The results of this audit must then be used to recommend strategies to improve the organisation’s ability to meet customer requirements. | * Appraise the customer supply chain to identify any strengths, weaknesses, opportunities or threats (20 marks)
* Use the results of the audit to recommend strategies to improve your organisation’s ability to meet customer requirements (12 marks)
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| By submitting I confirm that this assessment is my own work |

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