

2. Complete the table below by **describing** the differences in customer service between commercial, public and third sector organisations. You should **outline** customer service roles in each organisation and highlight **the differences** in how customer service is carried out across these organisations. [1.2]

Organisation type	Description of customer service and the differences between organisations
Commercial organisation	The main purpose of the commercial organisation is to maximise profit by offering products and services, according to needs of customers. This goal can be achieved by using unique selling point (USP) to create customer loyalty, brand image and increase their market share. They focus on understanding the customer needs and wants so that they create products and services to satisfy customers. These organisations provide various services like customer care, after sale services, customised sales offer and home delivery. The objective of these services is to get a competitive advantage and to earn the profit. For example SUBWAY providing a unique service to enjoy the customised meal by adding ingredients according to the taste of the customers.
Public organisation	It is the organisation that is formed by statutory order of parliament. The government relies on tax collection to operate public organisations. The basic purpose of the public organisation is to provide services to the general public. They focus on customer satisfaction rather than their profit. They focus on identifying the basic needs of the common person so that they can invest to provide the benefits to the customer. On the contrary to the commercial organisation a public organisation focuses on efficient funds utilization and greater benefits of public. For example In NHS, the managerial staff will analyse the resources utilised in the hospital with a number of patients treated.
Third sector organisation	It is a non-profit organisation which is also known as a social enterprise. It includes trusts, charities, community groups and cooperatives. The donors give funds to provide products and services to the people who are in need. Many third sector organisations arrange funds by selling donated belongings. For example in British heart foundation, they sell donated furniture to raise their money so that they can fight against heart disease. Their focus is to measure the benefits of their operations in terms of better lifestyle of needy people. The main focus is to provide services for the improvement of society and get the higher confidence of donors. They focus on maintaining the communication between volunteer and donor through telephone, e-mails, post, blogs etc. in order to provide the customer service. They completely depend on donated funds and the volunteer would be cost effective so that they can cultivate the culture that creates good will to public.

Vision2learn Customer Service Assessment 2 Answers

Julie Smith



Vision2learn Customer Service Assessment 2 Answers:

SISXCCS201A Provide Customer Service David Scannell, Holmesglen Institute. Learning Innovation and Development, Service Skills Australia, 2011 *First Class Customer Service* Butterworth-Heinemann Limited, 1997-01-01

BTEC Apprenticeship Assessment Workbook Customer Services Level 3 Julie Smith, 2011-06-07

Reviewing **Vision2learn Customer Service Assessment 2 Answers**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is truly astonishing. Within the pages of "**Vision2learn Customer Service Assessment 2 Answers**," an enthralling opus penned by a very acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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