

## ***Cambridge Technical in Business Year 12 Bridging Task***

**Your first assignment is Unit 4: Customers & Communication (the task sheet is below). Before we get underway in September you need to conduct some research and a write up on each section:**

- 1. The history and general information on Centurion Golf Club**
- 2. What makes a great presentation?**
- 3. Different types of internal & external communication and there advantages & disadvantages.**
- 4. What is customer service and what are the different customer service options for a business?**
- 5. What makes a good advertising poster & how it is formatted.**
- 6. What skills are needed to be a good listener?**

# Assignment for learners

## Unit 4: Customers and Communication Scenario

### Centurion Golf Club

Centurion Golf Club has an 18 hole golf course with club house and a Michelin Star restaurant. The Club is open to members and occasionally visitors.

Golf lessons are available from registered professionals at the club and there is a shop selling specialist sports clothing and equipment.

For the purpose of this assignment, you have been asked by the managers of Centurion Club to review their existing customer communication techniques.

## The tasks

### ***Task 1: Review of existing business practices***

(This task should take between 5 and 6 hours.)

Learning Outcome 1: *Understand who customers are and their importance to businesses*

Learning Outcome 2: *Understand how to communicate with customers*

Learning Outcome 5: *Know the constraints and issues which affect the sharing, storing and use of information for business communications*

### ***Part A***

Your task is to produce a presentation, with accompanying notes, for the managers of Centurion Golf Club.

Your presentation **must** include:

1. An explanation for Centurion Golf Club of who its customers are **and** what influences their behaviour when using their services.
2. A description of the Club's actions that have been taken to meet the differing needs of its customers.
3. An assessment of whether or not the **form**, **style**, and **layout** of the following is suitable for the intended audience and purpose. You should review:
  - a. A membership application form

- b. A Club newsletter
  - c. A formal letter.
4. A summary of the Club's corporate standards and corporate profile **and** an explanation of the importance of these standards and profile to the Club.
  5. A description of the legal constraints, ethical and security issues faced by the Club in relation to sharing and storing business communication.

Your presentation **could** include an explanation of how the Club manages its corporate profiles through media activity.

## ***Part B***

You should add further slides and accompanying notes to your presentation for the managers of Centurion Golf Club.

Your presentation **must** include an explanation of the range of customer services that are provided and how each area of the business has responded to the need to provide customer service.

Your presentation **could** include:

1. An analysis of the benefits to the Club and to its members and customers of maintaining and developing its customer service.
2. Recommend and justify changes to the customer service provided by the Club in order to improve the customer experience.

## ***Task 2: Demonstration of customer communication techniques***

(This task should take between 4 and 5 hours.)

Learning Outcome 3: *Be able to establish a rapport with customers through non-verbal and verbal communication skills*

Learning Outcome 4: *Be able to convey messages from business purposes*

## ***Part A***

Your task is to participate in a role play.

Your tutor will act as the customer and you will act as a customer service agent for Centurion Golf Club.

Following the role play you will be required to produce a written piece of work that:

1. Explains the importance of listening skills in building a rapport with specific customers.
2. Reviews your own use of non-verbal and verbal skills during the role play.
3. Recommends improvements you could make to your own performance.

## ***Part B***

Centurion Golf Club are to hold an 'Open Weekend' for potential new members.

You are required to:

1. Prepare a press release for the 'Open Weekend'. You should consider the type of events and activities that could be offered.
2. Produce and present a presentation to potential new customers. The presentation should include details of what is available at the Centurion Golf Club.
3. Prepare written work that reviews your own use of verbal and written skills when communicating business messages. Suggest improvements that you could make.
4. Prepare a short document that justifies how to adapt the structure, method of delivery and any other considerations when conveying your business message to meet different audience needs, for example a group of disabled people wishing to join the Club.