5.10 The Role of ICT and E-Commerce in Delivering Customer Service: 10-minute Pack

AQA 8132 · Calculators not allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Use full sentences for questions worth 4 marks and for the 9-mark evaluation. Show any simple working where asked. Maya's Meals, used throughout this pack, is a fictional small deli chain in Manchester.

1 State one reason why automated order-confirmation emails are useful for Maya's Meals when dealing with customer enquiries about order status.

(Total for Question 1 is 1 mark)

2 Maya's Meals plans to send automated order-confirmation emails after online orders. Which one of the following is a direct benefit of automated order-confirmation emails for customers?

- ☐ A) They replace the need for a company website
- ☐ B) They provide immediate proof that an order was received
- ☐ C) They guarantee same-day delivery
- ☐ D) They reduce the need for product packaging

(Total for Question 2 is 1 mark)

3 State one drawback for Maya's Meals of relying on customers to use the online ordering system, referring to the local Manchester customer base.

(Total for Question 3 is 1 mark)

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4 State one advantage to Maya's Meals of using social media messaging for customer enquiries.

(Total for Question 4 is 1 mark)

5 Explain how improving the Maya's Meals website to allow online ordering could affect customer service at the deli chain. Use the business context in your answer.

(Total for Question 5 is 4 marks)

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Mark scheme · 5.10 The Role of ICT and E-Commerce in Delivering Customer Service: 10-minute Pack

Question 1

one reason, e.g. they give customers instant confirmation of order details reducing the number of status enquiries staff must answer **B1**

Answer: They give customers instant confirmation of order details, which reduces the number of status enquiries that staff need to answer.

Question 2

B cao **B1**

Answer: B

Question 3

one valid drawback stated, e.g. some local customers may be less confident online and could be excluded, reducing sales from that group **B1**

Answer: Some local customers may be less confident online and could be excluded if Maya's Meals relies on online ordering, reducing sales from those customers.

Question 4

one advantage stated, e.g. quick replies and informal contact that can build relationships and drive repeat orders **B1**

Answer: Social media messaging can give quick, informal contact with customers, helping build relationships and encouraging repeat orders.

Question 5

identifies an effect, e.g. customers can order 24 hours a day **B1**

develops the point, e.g. this gives convenience and better access for customers who cannot visit during opening hours **B1**

identifies a business outcome, e.g. potential increase in sales or more efficient order processing **B1**

links the effect to Maya's Meals specifically, e.g. greater reach across Manchester neighbourhoods and reduced queueing in-store **B1**

Answer: Online ordering on the website allows customers to place orders 24/7, increasing convenience and access for busy customers. This can increase sales and reduce in-store queues by moving some orders online, and it helps Maya's Meals reach customers across Manchester who prefer to order from home.

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