



BUS.OP10 The Role of ICT and E-Commerce in Delivering Customer Service

AQA 8132 · Calculators not allowed · about 35 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** Maya's Meals, a fictional small deli chain in Manchester, is considering adding a live webchat feature to its website. Which one of the following best describes live webchat as a digital customer service channel?

- ☐ A) A tool that lets customers send real-time text messages to a company agent
- ☐ B) An automated phone-answering system
- ☐ C) A method where customers post comments on a public forum
- ☐ D) A paper feedback form sent by post

(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** Identify two digital customer service channels Maya's Meals could use online, based on the company scenario above.

(Total for Question 3 is 2 marks)

- 4 Identify two possible drawbacks to Maya's Meals of relying more on online customer service channels.

(Total for Question 4 is 2 marks)

- 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)

- 6 Explain how adding a live webchat service that answers customer questions during opening hours could affect customer service at Maya's Meals. Use the business context in your answer.

(Total for Question 6 is 4 marks)

- 7 Which one of the following digital channels is most likely to use push notifications to alert customers about order status for Maya's Meals' mobile app?

- ☐ A) Paper newsletter
- ☐ B) Mobile app
- ☐ C) In-store poster
- ☐ D) Telephone menu

(Total for Question 7 is 1 mark)

8 Which one of the following is most directly a data security concern when Maya's Meals stores customer card details for fast checkout on its website?

- ☐ A) Risk of personal data being accessed without permission
- ☐ B) Faster delivery times
- ☐ C) More in-store customers
- ☐ D) Increased shelf life of ingredients

(Total for Question 8 is 1 mark)

9 State one way online reviews published on third-party sites could affect customer service perception of Maya's Meals.

(Total for Question 9 is 1 mark)

10 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 10 is 1 mark)

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

(Total for Question 11 is 1 mark)

12 State one technical fault that could disrupt online customer service at Maya's Meals and briefly state its likely immediate effect.

(Total for Question 12 is 1 mark)

13 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 13 is 1 mark)

- 14** Maya's Meals currently operates three deli shops in Manchester. The owner Kwame must decide whether to expand use of online customer service channels across the business: a fully featured online ordering website with automated confirmation emails, a mobile app with push notifications and personalised offers, live webchat during opening hours, and active social media messaging. Evaluate whether Maya's Meals should expand its use of online customer service. Justify your recommendation using the scenario and consider both likely benefits and drawbacks.

(Total for Question 14 is 9 marks)

Mark scheme · BUS.OP10 The Role of ICT and E-Commerce in Delivering Customer Service

Question 1

- **B1** A cao
- **Answer:** A

Question 2

- **B1** B cao
- **Answer:** B

Question 3

- **B1** one valid channel named, e.g. live webchat, company website, mobile app, social media messaging, automated emails
- **B1** a second valid channel named, distinct from the first
- **Answer:** Any two distinct digital channels, e.g. live webchat and a mobile app; or company website and social media messaging.

Question 4

- **B1** one drawback named, e.g. loss of face-to-face contact, excluding less tech-confident customers, technical faults, data security/privacy concerns
- **B1** a second drawback named, distinct from the first
- **Answer:** Any two distinct drawbacks, e.g. technical faults and excluding customers who are less confident online.

Question 5

- **B1** 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
- **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.

Question 6

- **B1** identifies an effect, e.g. faster response to customer queries
- **B1** develops the point, e.g. customers get instant answers about menu items, allergens and order status
- **B1** identifies a business benefit, e.g. improved customer satisfaction and fewer abandoned orders
- **B1** links the point to Maya's Meals, e.g. the deli can reduce staff time on phone calls and improve the experience for regular customers
- **Answer:** Live webchat gives faster, often instant responses to customer questions about menus, allergens and order status, reducing customer waiting and the chance an online order is abandoned. For Maya's Meals this can raise satisfaction, free up staff from phone queries, and improve the experience for regular and new customers.

Question 7

- **B1** B cao
- **Answer:** B

Question 8

- **B1** A cao
- **Answer:** A

Question 9

- **B1** one valid effect stated, e.g. positive reviews can improve reputation, negative reviews can harm reputation and reduce customer trust
- **Answer: They can change customer perceptions, for example positive reviews can improve Maya's Meals reputation and attract customers, while negative reviews can reduce trust and sales.**

Question 10

- **B1** one valid drawback stated, e.g. some local customers may be less confident online and could be excluded, reducing sales from that group
- **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 11

- **B1** one advantage stated, e.g. quick replies and informal contact that can build relationships and drive repeat orders
- **Answer: Social media messaging can give quick, informal contact with customers, helping build relationships and encouraging repeat orders.**

Question 12

- **B1** one technical fault and its immediate effect, e.g. website goes down causing customers to be unable to place orders
- **Answer: If the website crashes, customers would be unable to place online orders until it is restored, causing lost sales and customer frustration.**

Question 13

- **B1** one reason, e.g. they give customers instant confirmation of order details reducing the number of status enquiries staff must answer
- **Answer: They give customers instant confirmation of order details, which reduces the number of status enquiries that staff need to answer.**

Question 14

- **Level 1 (1-3):** Makes simple, undeveloped comments about features of online customer service or lists benefits or drawbacks with little or no application to the Maya's Meals scenario and no clear recommendation.
- **Level 2 (4-6):** Gives developed points about benefits and drawbacks, uses some context about Maya's Meals, and offers a recommendation but with limited justification and weaker balancing of pros and cons.
- **Level 3 (7-9):** Weighs advantages and disadvantages in detail, applies reasoning to Maya's Meals context, considers issues such as customer mix, technical risk and data security, and reaches a justified recommendation supported by evidence and evaluation.
- **Indicative content:**
 - Benefits: 24-hour online ordering increases convenience for customers and can boost sales, especially for busy or distant customers across Manchester; automated confirmation emails and push notifications improve communication and reduce customer uncertainty; personalised offers via the app and social media can increase repeat business.
 - Operational benefits: shifting routine enquiries to webchat and automated messages can free staff for in-store service, reduce phone call volume and improve response times during peak periods.
 - Drawbacks and risks: excluding customers who are less confident online could reduce business from some local regulars; technical faults such as website downtime would halt online sales and harm reputation; storing payment data raises data security and GDPR responsibilities and potential liability.
 - Practical considerations for Maya's Meals: cost and complexity of developing and maintaining an app and secure website, need for staff training to handle webchat and social messaging, and whether the current customer base is likely to use digital channels enough to justify investment.
 - Balancing and recommendation possibilities: if a survey or trial shows strong customer demand and Kwame can implement secure, reliable systems and staff training, expanding online service is likely to raise sales and improve customer satisfaction; if many regular customers are not online or if funds are limited, a phased approach starting with website ordering and automated emails, plus careful attention to security and support for non-digital customers, may be the most appropriate recommendation.