

# GETTING AHEAD



Start to develop skills that are relevant to your course before you join HSDC this September!

## Business - Level 3 Extended Diploma

### Activity

One of the units you'll be tackling when your course starts in September will be Unit 4 Customers and Communication. In preparation for this please watch this video <https://www.youtube.com/watch?v=lZXVyXyg4as> and create a PowerPoint with the following headings:

- What is the definition of customer service?
- What is a repeat customer? Why do customers repeat purchase and why is it important to a business to retain these customers?
- What was bad about the customer service Mr Bean experienced? How could this impact a business (think about a business' aims)?
- What ways could the customer service have been improved?
- Why is it important that a business has good communication and customer services?
- Have you ever been in a situation where you have experienced bad customer service? Think about how that made you feel and what impact that had on your decision to return to that business.

**We look forward to seeing you in September!**

For further information about your College and being a student at HSDC, please visit [hsdc.ac.uk/Alton](https://www.hsdac.ac.uk/Alton)