



## **Moderator's Assignment Feedback – Customer Relations and Cash collection**

After each series, we ask our moderators to provide a report on each assignment-based unit to identify:

- any questions which were usually answered particularly well, including main points and qualities that characterised good answers.
- any questions which were usually answered badly and main weaknesses in candidates' answers.
- common errors or misconceptions made by candidates.

We hope that this will be of assistance when completing your Customer Relations and Cash Collections assignment.

### **General feedback to candidates**

Overall a good level of understanding shown amongst candidates of the importance of developing and maintaining customer relations and the impact on cash collections. Additional points could have been awarded if candidates had shown more awareness of different approaches.

Section A Principles: Most candidates scored well on this section, with the better answers showing evaluation rather than explanation or description.

Section B Policy: Most answers identified relevant actions, and the better ones drew clear links between the suggested actions and the challenges.

Section C Practice: All candidates were able to identify and show use of relevant techniques, but some did not show evaluation in sufficient depth. Some answers relied on repeating techniques described in earlier sections. The candidates who gave practical examples of results gained higher marks.

### **Feedback for each assignment question**

#### **Section A Principles**

This section of your assignment aims to demonstrate that you understand the principles of effective customer relationship management to resolve cash collection problems in ways that minimise damage to customer goodwill.

#### **Q1. Assess the advantages and limitations of building relationships for effective cash collections**

Q1 – All candidates explained both advantages and limitations to achieve at least Level 3, with the better answers showing assessment.

#### **Q2. Evaluate the factors which influence success with internal and external customer relationships in relation to cash collections**

Q2 – Generally well-answered with explanations given for the factors identified. The stronger answers showed evaluation of the factors' influence.

**Q3. Evaluate your strengths and weaknesses with regard to customer relations and cash collections**

Q3 – Most candidates gave a balanced assessment of their strengths and weaknesses to achieve a Level 3 Pass, with the weaker answers needing more evaluation.

**Q4. Describe and explain the techniques that you could use to maximise the effectiveness of your relationship building and cash collection effort**

Q4 – Good range of answers and techniques covered, candidates who explained rather than simply described techniques gained higher marks. Some repetition from answers to question 2, candidates need to ensure they understand the difference between factors and techniques.

**Section B Policy**

This section aims to demonstrate that you know how to organise and manage relationships in relation to cash collections.

**Q5. Explain the challenges you face in managing your internal and external relationships and suggest action that you could take to improve these relationships**

Q5 – All candidates could discuss challenges, and the better answers explained actions that were relevant to meeting those challenges.

**Q6. Explain how you resolve cash collection problems in ways that minimise damage to cash collections**

Q6 - Overall, this question saw the best answers on the assignment, with relevant actions that both resolved problems and limited the damage.

**Section C Practice**

This section aims to demonstrate your effective relationship management in relation to cash collections based on reflective practice.

**Q7. Identify the techniques that you plan to implement and explain the reasons for your choice**

Q7 - Answers to this question were mostly good, but some candidates did not show enough awareness of why their techniques were appropriate to earn a Level 3 Pass. The question wording implies it is about future use of techniques, but answers discussed past activities.

**Q8. Using the skills that you have developed during your studies, demonstrate how you have put these into practice over a period of at least a month. (Compile evidence to explain your approach, summarise the key elements of your project and outcomes)**

Q8 - There was a range of answer to this question. Some good answers, those candidates who gained higher marks provided specific and a range of evidence of their skill development over a month and provided detailed and relevant evidence.

The poorer answers did not show the use of their skills.

**Q9. Evaluate your performance and assess how your approach and outcomes have evolved during this period.**

Q9 - Some candidates discussed how their performance had improved in general terms with no link made to Q7 or Q8 or even specifically to customer relations and cash collections.

Those who gained higher marks clearly demonstrated how their skills had evolved over the month referred to in Q8. Candidates need to show the thread between their answers to questions 7, 8 & 9. Candidates also need to show or describe tangible results.