# Customer Service

**ae**Recognised who the target customers were.  
  
Recognised both internal and external customers.  
  
Considered how consumer data could be gathered, partly to provide success/evaluation data.  
  
Considered how customer feedback could be gathered following the launch of the chosen game.  
  
In the Q&A session, answers demonstrated a consideration of the needs and desires of consumers.  
  
Did not consider the customer’s perspective.  
  
Made little or no attempt to understand the customer’s needs.  
  
Missed the opportunity to persuade with arguments concerning the impact on customers.  
  
In the Q&A session, answers demonstrated a failure to consider the needs and desires of consumers.

**na**=Advocated the benefits of the customer satisfaction survey, for example:  
Increasing custom.  
Retaining goodwill.  
Encouraging service focus.  
Providing performance data to measure success.  
Higher levels of satisfaction by resolving problems.  
  
Recognised the= importance of the customer to strategic development of the business.  
  
Focused solely= on the benefits of the customer satisfaction survey for the organisation and failed to see the benefits from the customers’ point of view.