

Higher Administration - Exemplar Paper

① In order to develop an effective team Mhairi should look to develop a policy of open communication between team members. This will encourage team members to express their own opinions, and share knowledge with the rest of the team. Shared knowledge means a flexible workforce which can more easily cover for staff absences. Mhairi should hold regular team meetings to monitor progress towards shared team goals, and discuss potential problems. She would use delegation to develop team abilities and foster an ethos of trust.

② Mhairi would find several benefits from homeworking which would include a saving of time and expense of commuting to/from work. She would be able to prioritise her work around any family commitments, and as a result may find this less stressful working from home. If Mhairi finds it difficult to concentrate in a busy office with many distractions she may find that she has increased productivity at home.

③ Social Media is a particularly effective method of informing customers of new products as a large group can be contacted at minimal cost. Images and audio can be attached to messages which is particularly engaging for a younger audience who are more likely to use this form of communication. Should any questions arise from a new product launch, feedback can be given to customers immediately, who may be accessing social media networks via a mobile device.

④ Presentation software when used correctly can engage an audience and keep their attention in order to communicate a message. Material eg charts/video/audio can be imported from other packages to make the presentation more interesting. Action buttons allow the speaker to navigate the presentation, and combined with speaker notes to prompt the presenter can make the presentation flow more smoothly. Master slides permit consistent format throughout the presentation while handouts can allow the audience to focus on the explanation rather than copying slide content.

- ⑤ Methods used to research customer satisfaction levels include the use of a Mystery Shopper. They are employed to act as normal customers and report back to HQ on the service received. This allows good practice to be highlighted and training provided on weaker areas.

There are various surveys that could be carried out e.g. written surveys, telephone surveys or online surveys. Written surveys sent via the post often include a reply-paid envelope or entry to a competition to encourage responses. The increase in call centres have made telephone surveys more popular; but they are disliked if interrupting family life. Online surveys may pop-up when visiting a website or emailed after a purchase has been made.

- ⑥ Good customer service is important as it improves the reputation of an organisation, creating customer loyalty and increased profitability.

Staff appreciate working for a company 'who cares' and this will increase their own motivation and job satisfaction. It will be easier to recruit new employees of a high standard to the organisation.

⑦ Video conferencing reduces the need for employees to travel saving time and money as they can stay in their usual working environment.

It allows more regular face-to-face meetings with colleagues from different branches. These meetings could also be recorded and reviewed at a later date if desired.

⑧ The chairperson is responsible for compiling the agenda items whereas the secretary will be responsible for preparing and distributing the agenda.

The chairperson will decide on a suitable date and time for a meeting, which is normally agreed at a previous meeting whereas the secretary is responsible for booking the accommodation, sending out notifications of the meeting and ensuring relevant equipment/room layout is organised.

The secretary will prepare draft minutes whereas the chairperson will correct or suggest amendments.

⑨

Poor communication may mean time is wasted as staff do not know what to do. Deadlines may be missed or a lower quality of work produced. Staff could become stressed if not involved in decisions, and if not fully informed put into difficult situations when dealing with other staff or customers.