



THE CHARTERED INSTITUTE OF BANKERS, GHANA

FORMAT FOR EXAMINER'S REPORT

1. Title of Paper and Name of the Diet

Customer Experience and Service Excellence, October 2025

2. Introduction: General Observations

The examination attracted 149 candidates in total, with a remarkably strong overall performance in the Multiple Choice Questions (MCQ) section but more varied results in the essay-type sections.

- **MCQ Section (Section A):** Exceptional performance with a 99% pass rate (148/149 candidates passed). This demonstrates strong theoretical understanding and recall of fundamental concepts.
- **Overall Participation Pattern:** There's a noticeable decline in question attempts from Section B to Section C, with Question 1 in Section B being the most popular (109 attempts, 73%) and Question 2 in Section C being the least attempted (only 4 attempts, 3%).
- **Pass Rates Variation:** Pass rates range from an impressive 99% (MCQ) to as low as 25% (Section C, Q2), indicating significant disparity in candidate preparedness across different question types.

3. Comments on Candidates' Performance

Strengths:

1. **Strong foundational knowledge** - The 99% MCQ pass rate indicates candidates have good grasp of basic concepts and theories in customer experience and service excellence.
2. **Preference for certain topics** - Questions 1 and 2 in Section B were significantly more popular, suggesting these topics were either better taught, more familiar, or perceived as easier by candidates.
3. **Reasonable success rates on attempted questions** - Where candidates chose to attempt questions, pass rates were generally respectable (73%-91% in Section B).

Areas of Concern:

1. **Question Selection Strategy** - The dramatic drop in attempts from Q1 (97%) to Q2 (3%) in Section C is alarming. This suggests:

- Possible time management issues
 - Lack of preparation on certain topics
 - Poor examination strategy
2. **Performance deterioration on complex questions** - Section C, Q2 showed both minimal attempts (4 candidates) and the worst pass rate (25%), indicating this topic/question type posed significant challenges.
 3. **Inconsistent preparation** - The declining attempt rates (73% → 55% → 43% → 28%) across Section B questions suggest candidates may have focused their preparation on specific topics rather than comprehensive coverage.
 4. **Higher failure rates on less popular questions** - Q3 in Section B had a 27% failure rate despite 64 attempts, suggesting this question tested skills or knowledge that many candidates lacked.

2. I. Summary Statistics of the Performance per the format in the table below.

Total No. of Candidates	Question No.	No of the Candidates Attempted each Question	% of candidates attempted each question	NO. Passed	NO. Failed	% Passed	% Failed
MCQ	20	149	100%	148	1	99%	1%
SECTION B	Q1	109	73%	99	10	91%	9%
	Q2	82	55%	70	12	85%	15%
SECTION C							
	Q3	64	43%	47	17	73%	27%
	Q4	41	28%	35	6	85%	15%
	Q1	145	97%	127	18	88%	12%
	Q2	4	3%	1	3	25%	75%

3. General Problems Identified

4. Specific Comments on each question

- I. Description of question
- II. Comments on examiner's expectations of how each question should be answered (examiner expected approach to each)
- III. Problems identified about candidates' approach to the questions

5. Conclusion

