Australian Government

Department of Education, Employment and Workplace Relations

BSBCUS301A Deliver and monitor a service to customers

Release: 1

INDUSTRY SKILLS COUNCILS

Creating Australia's Future

BSBCUS301A Deliver and monitor a service to customers

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to identify customer needs and monitor service provided to customers.
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit	This unit applies to individuals who are skilled operators and apply a broad range of competencies in various work contexts. They may exercise discretion and judgement using appropriate theoretical knowledge of customer service to provide technical advice and support to customers over either a short or long term interaction.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify customer needs	1.1. Use *appropriate interpersonal skills* to accurately identify and clarify *customer needs and expectations*
	1.2. Assess customer needs for urgency to determine priorities for service delivery in accordance with *organisational requirements*
	1.3. Use *effective communication* to inform customers about available choices for meeting their needs and assist in the selection of preferred options
	1.4. Identify limitations in addressing customer needs and seek appropriate assistance from *designated individuals*
2. Deliver a service to customers	2.1. Provide prompt service to customers to meet identified needs in accordance with organisational requirements
	2.2. Establish and maintain appropriate rapport with customers to ensure completion of quality service delivery
	2.3. Sensitively and courteously handle *customer complaints* in accordance with organisational requirements
	2.4. Provide assistance or respond to customers with *specific needs* in accordance with organisational requirements
	2.5. Identify and use available *opportunities* to promote and enhance services and products to customers
3. Monitor and report on service delivery	3.1. Regularly review customer satisfaction with service delivery using *verifiable evidence* in accordance with organisational requirements
	3.2. Identify opportunities to enhance the quality of service and products, and pursue within organisational requirements
	3.3. Monitor procedural aspects of service delivery for effectiveness and suitability to customer requirements
	3.4. Regularly seek customer feedback and use to improve the provision of products and services
	3.5. Incorporate evidence of customer satisfaction in decisions to modify products or services, ensuring they are within organisational requirements
	3.6. Ensure reports are clear, detailed and contain recommendations focused on critical aspects of

ELEMENT	PERFORMANCE CRITERIA
	service delivery

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE
This section describes the skills and knowledge required for this unit.
Required skills
- literacy skills to read and understand a variety of texts; to prepare general information and papers according to target audience; and to edit and proofread texts to ensure clarity of meaning and accuracy of grammar and punctuation   - technology skills to select and use technology appropriate to a task   - communication skills to monitor and advise on customer service strategies   - problem-solving skills to deal with customer enquiries or complaints   - analytical skills to identify trends and positions of products and services.
Required knowledge
- key provisions of relevant legislation from all levels of government that may affect aspects of business operations, such as: - anti-discrimination legislation   - ethical principles   - codes of practice   - privacy laws   - financial legislation   - occupational health and safety (OHS)   - organisational policy and procedures for customer service including handling customer complaints   - service standards and best practice models   - public relations and product promotion   - techniques for dealing with customers, including customers with specific needs.

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Evidence Guide

EVIDENCE GUIDE	
The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: • identifying needs and priorities of customers • distinguishing between different levels of customer satisfaction • treating customers with courtesy and respect • responding to and reporting on, customer feedback • knowledge of organisational policy and procedures for customer service.
Context of and specific resources for assessment	Assessment must ensure: • access to an actual workplace or simulated environment • access to office equipment and resources • examples of customer complaints • examples of documents relating to customer service standards and policies.
Method of assessment	A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit: • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • review of reports on customer service delivery • analysis of responses to case studies and scenarios • demonstration of techniques • oral or written questioning to assess knowledge of customer service strategies.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • sales units • other customer service units.

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Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.	
Appropriate interpersonal skills may include:	• listening actively to what the customer is communicating • providing an opportunity for the customer to confirm their request • questioning to clarify and confirm customer needs • seeking feedback from the customer to confirm understanding of needs • summarising and paraphrasing to check understanding of customer message • using appropriate body language
Customers may include:	• corporate customers • individual members of the organisation • individual members of the public • internal or external • other agencies
Customer needs and expectations may include:	• accuracy of information • advice or general information • complaints • fairness/politeness • further information • making an appointment • prices/value • purchasing organisation's products and services • returning organisation's products and services • specific information
Organisational requirements may include:	• access and equity principles and practice • anti-discrimination and related policy • defined resource parameters • goals, objectives, plans, systems and processes • legal and organisational policies, guidelines and requirements • OHS policies, procedures and programs

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RANGE STATEMENT

	• payment and delivery options • pricing and discount policies • quality and continuous improvement processes and standards • quality assurance and/or procedures manuals • replacement and refund policy and procedures • who is responsible for products or services
Effective communication may include:	• giving customers full attention • maintaining eye contact, except where eye contact may be culturally inappropriate • speaking clearly and concisely • using active listening techniques • using appropriate language and tone of voice • using clear written information/communication • using non-verbal communication e.g. body language, personal presentation (for face-to-face interactions) • using open and/or closed questions
Designated individuals may include:	• colleagues • customers • line management • supervisor
Customer complaints may include:	• administrative errors such as incorrect invoices or prices • customer satisfaction with service quality • damaged goods or goods not delivered • delivery errors • product not delivered on time • service errors • warehouse or store room errors such as incorrect product delivered
Specific needs of customers may relate to:	• age • beliefs/values • culture • disability • gender • language • religious/spiritual observances
Opportunities to promote and enhance services and products	• extending time lines • packaging procedures

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RANGE STATEMENT	
may include:	• procedures for delivery of goods • returns policy • system for recording complaints • updating customer service charter
Verifiable evidence may include:	• customer satisfaction questionnaires • audit documentation and reports • quality assurance data • returned goods • lapsed customers • service calls • complaints

Unit Sector(s)

Unit sector	

Competency field

Competency field	Stakeholder Relations - Customer Service

Co-requisite units

Co-requisite units		