Australian Government

Department of Education, Employment and Workplace Relations

BSBCUS401B Coordinate implementation of customer service strategies

Release: 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

BSBCUS401B Coordinate implementation of customer service strategies

Modification History

Release	Comments
Release 1	This version first released with *BSB07 Business Training Package version 6.0.*
	Revised unit. Performance criteria amended so that the learner is not required to 'incorporate evidence of customer satisfaction in decision to modify products or services'. Required skills updated to focus on learning and development practices and compliance with policy and procedures.
	Replaces BSBCUS401A Coordinate implementation of customer service strategies

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to advise on, carry out and evaluate customer service strategies, including the design of improvement strategies based on feedback. Operators may have responsibility to provide guidance or to delegate aspects of these tasks to others.

Application of the Unit

This unit applies to individuals with a broad knowledge of customer service strategies who contribute well developed skills in addressing customer needs and problems.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

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Elements and Performance Criteria Pre-Content

Element	Performance Criteria
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

1. Advise on customer service needs	1.1 Clarify and accurately assess *customer needs* using appropriate *communication techniques*
	1.2 Diagnose problems matching service delivery to *customers* and develop options for improved service within *organisational requirements*
	1.3 Provide relevant and constructive advice to promote the improvement of customer service delivery
	1.4 Use *business technology* and/or *online services* to structure and present information on customer service needs
2. Support implementation of customer service strategies	2.1 Ensure customer service strategies and opportunities are promoted to *designated individuals and groups*
	2.2 Identify and allocate available budget resources to fulfil customer service objectives
	2.3 Promptly action *procedures to resolve customer difficulties* and *complaints* within organisational requirements
	2.4 Ensure that decisions to implement *strategies* are taken in consultation with designated individuals and groups
3. Evaluate and report on customer service	3.1 Review client satisfaction with service delivery using verifiable data in accordance with organisational requirements
	3.2 Identify and report changes necessary to maintain service standards to designated individuals and groups
	3.3 Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of client service strategies
	3.4 Maintain systems, records and reporting procedures to compare changes in customer satisfaction

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Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to
  - communicate effectively with personnel and clients at all levels
  - articulate customer service strategies
- interpersonal skills to:
  - build relationships with customers
  - establish rapport
- literacy skills to:
  - prepare general information and papers
  - read a variety of texts
  - write formal and informal letters according to target audience
- planning skills to develop implementation schedules
- problem-solving skills to diagnose organisational problems relating to customer services
- self-management skills to:
  - comply with policies and procedures
  - consistently evaluate and monitor own performance
  - seek learning opportunities.

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
  - environmental issues
  - occupational health and safety (OHS)
- principles of customer service
- organisational business structure, products and services
- product and service standards and best practice models.

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 the organisation in delivering services to customers • responding to and reporting on customer feedback • designing strategies to improve delivery of products and services • knowledge of the principles of 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, feedback and strategies.
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 documentation reporting changes necessary to maintain service standards • analysis of responses to case studies and scenarios • demonstration of techniques • observation of presentations • oral or written questioning to assess knowledge of customer service techniques and strategies • review of systems, records and reporting procedures to compare changes in customer satisfaction.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

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.

Customer needs may relate to:	• 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.
Communication techniques may include:	• analysing customer satisfaction surveys • analysing quality assurance data • conducting interviews • consultation methods, techniques and protocols • making recommendations • obtaining management decisions • questioning • seeking feedback to confirm understanding • summarising and paraphrasing.
Customers may include:	• corporate customers • individual members of the organisation • individual members of the public • internal or external • other agencies.
Organisational requirements may include:	• access and equity principles and practice • anti-discrimination and related policy • confidentiality and security requirements • defined resource parameters • ethical standards • goals, objectives, plans, systems and processes • legal and organisational policies, guidelines and requirements • OHS policies, procedures and programs • 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.
Business technology may include:	• answering machine • binder • computer • fax machine • photocopier • printer • shredder • telephone.
Online services may include:	• access to product database by customers online • access to purchase, delivery and account records • contact centre • online ordering • online payments • online registration • quick/reasonable response • two-way communication online.
Designated individuals and groups may include:	• colleagues • committee • customers • external organisation • line management • supervisor.
Procedures to resolve customer difficulties may include:	• external agencies (e.g. Ombudsman) • item replacement • referrals to supervisor • refund of monies • review of products or services • using conflict management techniques.

| *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
• products not delivered on time
• service errors
• specific e-business problems and issues:
   • difficulty accessing services
   • inactive links
   • not appreciating differing hardware and software
   • services not available
   • supply errors such as incorrect product delivered
   • time taken to access services
   • unfriendly website design
   • website faults
• warehouse or store room errors such as incorrect product delivered. |
| Customer service *strategies* may include: | • courtesy/politeness
• delivery times
• merchandise characteristics
• price offers
• product/refund guarantees
• product/service availability. |

Unit Sector(s)

Stakeholder Relations – Customer Service

Custom Content Section

Not applicable.