



Australian Government

BSBCUS201 Deliver a service to customers

Release: 1

BSBCUS201 Deliver a service to customers

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to deliver all aspects of customer service at an introductory level. It includes creating a relationship with customers, identifying their needs, delivering services or products and processing customer feedback.

It applies to individuals who perform a range of routine tasks in the workplace using a limited range of practical skills and fundamental knowledge of customer service in a defined context under direct supervision or with limited individual responsibility.

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

Unit Sector

Stakeholder Relations – Customer Service

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Establish contact with customers	<p>1.1 Acknowledge and greet customer in a professional, courteous and concise manner according to organisational and legislative requirements</p> <p>1.2 Maintain personal dress and presentation in line with organisational requirements</p> <p>1.3 Communicate using appropriate interpersonal skills to facilitate accurate and relevant exchange of information</p> <p>1.4 Maintain sensitivity to customer specific needs and any cultural, family and individual differences</p> <p>1.5 Establish rapport/relationship with customer and express a</p>

ELEMENT	PERFORMANCE CRITERIA
	genuine interest in customer needs/requirements
2 Identify customer needs	<p>2.1 Use appropriate questioning and active listening to determine customer needs</p> <p>2.2 Assess customer needs for urgency to identify priorities for service delivery</p> <p>2.3 Provide customer with information about available options for meeting customer needs and assist customer to identify preferred option/s</p> <p>2.4 Identify personal limitations in addressing customer needs and seek assistance from designated persons where required</p>
3 Deliver service to customers	<p>3.1 Provide prompt customer service to meet identified needs according to organisational requirements</p> <p>3.2 Provide information regarding problems and delays, and follow-up within appropriate timeframes as necessary</p> <p>3.3 Communicate with customers in a clear, concise and courteous manner</p> <p>3.4 Identify opportunities to enhance the quality of service and products, and take action to improve the service whenever possible</p>
4 Process customer feedback	<p>4.1 Promptly recognise customer feedback and handle sensitively according to organisational and legislative requirements</p> <p>4.2 Accurately record any feedback and communication between customers and the organisation according to organisational standards, policies and procedures and legislative requirements</p> <p>4.3 Identify any unmet customer needs and discuss suitability of other products/services</p> <p>4.4 Support customers to make contact with other services according to organisational policies and procedures</p>

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description

Reading	1.1, 1.2, 3.1, 4.1, 4.2, 4.4	<ul style="list-style-type: none"> Understands requirements in organisational policy and procedure documents Interprets product and service information in a range of formats to provide customer advice
Writing	4.2	<ul style="list-style-type: none"> Records customer information according to organisational requirements
Oral Communication	1.1, 1.3, 1.4, 1.5, 2.1-2.4, 3.2, 3.3, 4.3	<ul style="list-style-type: none"> Provides information or advice using structure and language to suit the audience Asks questions and listens to gain information or confirm understanding
Navigate the world of work	1.1, 1.2, 3.1, 4.1, 4.2, 4.4	<ul style="list-style-type: none"> Follows organisational procedures and practices relevant to own role
Interact with others	1.1, 1.3-1.5, 2.1-2.4, 3.1, 3.2, 3.3, 4.1, 4.3, 4.4	<ul style="list-style-type: none"> Uses accepted communication practices to establish connections, build rapport and develop professional working relationships Adjusts personal communication style in response to the opinions, values and particular needs of others
Get the work done	3.2, 3.4, 4.1- 4.3	<ul style="list-style-type: none"> Addresses routine problems in familiar work contexts Recognises opportunities to enhance work practices and outcomes

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBCUS201 Deliver a service to customers	BSBCUS201B Deliver a service to customers	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>