



Australian Government

Department of Education, Employment and Workplace Relations

BSBCMN310A Deliver and Monitor a Service to Customers

Release: 1

BSBCMN310A Deliver and Monitor a Service to Customers

Modification History

Not applicable.

Unit Descriptor

This unit covers the skills and knowledge required to identify customers' needs and monitor a service provided to customers.

This unit is related to BSBCMN208A Deliver a service to customers and BSBCMN410A Coordinate implementation of customer service strategies.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Identify customers' needs	<ul style="list-style-type: none">1.1 Customers' needs and expectations are clarified and accurately identified using appropriate interpersonal skills1.2 Customers' needs are assessed for urgency to determine priorities for service delivery in accordance with organisational requirements1.3 Customers are provided with information about available choices for meeting their needs and assisted in the selection of preferred options1.4 Limitations in addressing customers' needs are identified and appropriate assistance is sought from designated individuals
2 Deliver a service to customers	<ul style="list-style-type: none">2.1 Service is provided promptly to customers to meet identified needs in accordance with organisational requirements2.2 Appropriate rapport is established and maintained with customers to ensure completion of the delivery of a quality service.2.3 Customers' complaints are handled sensitively and courteously in accordance with organisational requirements2.4 Customers with special needs or assistance are responded to in accordance with organisational requirements2.5 Available opportunities are identified and used to promote and enhance services and products to customers
3 Monitor and report on service delivery	<ul style="list-style-type: none">3.1 Customer satisfaction with service delivery is regularly reviewed using verifiable evidence in accordance with organisational requirements3.2 Opportunities to enhance the quality of service and products are identified and pursued within organisational requirements

- 3.3 Procedural aspects of service delivery are monitored for effectiveness and suitability to customer requirements
- 3.4 Customer feedback is regularly sought and used to improve the provision of products and services
- 3.5 Decisions to modify products or services incorporate evidence of customer satisfaction and are within organisational requirements
- 3.6 Reports are clear, detailed and contain recommendations focused on critical aspects of service delivery

Required Skills and Knowledge

Not applicable.

Evidence Guide

The Evidence Guide identifies the critical aspects, underpinning knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency and should be read in conjunction with the Range Statement.

Critical Aspects of Evidence

Identifying needs and priorities of customers

Distinguishing between different levels of customer satisfaction

Treating customers with courtesy and respect

Identifying and complying with organisational requirements

Responding to and reporting on customer feedback

Underpinning Knowledge*

* At this level the learner must demonstrate some relevant theoretical knowledge.

The relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

Knowledge of the principles of excellent customer service

Understanding the organisation's business structure, products and services

Understanding the organisation's policy and procedures for customer service including handling customer complaints

Knowledge of product and service standards and best practice models

Understanding the principles of quality assurance

Understanding public relations and product promotion

Consultation methods, techniques and protocols

Techniques for dealing with customers, including customers with special needs

Underpinning Skills

Literacy skills to read and understand a variety of texts; prepare general information and papers according to target audience; spell with accuracy; use grammar and punctuation effectively as an aid to understanding

Proofreading and editing skills to ensure clarity of meaning and conformity to organisational requirements, check for accuracy and consistency of information

Report writing skills to identify and elaborate on customer service strategies; assess information for relevance and accuracy; source additional information as required

Technology skills including the ability to select and use technology appropriate to a task

Problem solving skills to deal with customer enquiries or complaints

Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

Resource implications

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

Consistency of Performance

In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

Context/s of Assessment

Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement

Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package

Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment

Assessment should reinforce the integration of the key competencies and the Business Services Common Competencies for the particular AQF Level. Refer to the Key Competency Levels at the end of this unit

Key Competency Levels

Collecting, analysing and organising information (Level 2) - to monitor and report on customer services

Communicating ideas and information (Level 2) - with customers on products and services

Planning and organising activities (Level 2) - to meet customer needs

Working with teams and others (Level 1) - in completing scheduled tasks

Using mathematical ideas and techniques (Level 1) - to determine service or product costs

Solving problems (Level 2) - to respond to customer enquiries or complaints

Using technology (Level 1) - to complete allocated tasks

Please refer to the Assessment Guidelines for advice on how to use the Key Competencies

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Range Statement

The Range Statement provides advice to interpret the scope and context of this unit of competency, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

Legislation, codes and national standards relevant to the workplace which may include:

- award and enterprise agreements and relevant industrial instruments
- relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
- relevant industry codes of practice

Customer needs and expectations may relate to:

- advice or general information
- specific information
- further information
- making an appointment
- complaints
- purchasing organisation's products and services
- returning organisation's products and services
- accuracy of information
- fairness/politeness
- prices/value

Appropriate interpersonal skills may include:

- using appropriate body language
- summarising and paraphrasing to check understanding of customer's message
- providing an opportunity for the customer to confirm their request
- seeking feedback from the customer to confirm understanding of needs
- questioning to clarify and confirm the customer's needs
- listening actively to what the customer is communicating

Customers can be:

- internal or external
- other agencies
- individual members of the organisation
- corporate customers
- individual members of the public

Organisational requirements may include:

- quality assurances and/or procedures manuals
- goals, objectives, plans, systems and processes
- legal and organisational policy/guidelines and requirements
- Occupational Health and Safety policies, procedures and programs
- anti-discrimination and related policy
- access and equity principles and practice
- quality and continuous improvement processes and standards
- defined resource parameters
- who is responsible for products or services
- pricing and discount policies
- replacement and refund policy and procedures

payment and delivery options

Designated individuals may include:

supervisor

customers

colleagues

line management

Customers' complaints may include:

damaged goods or goods not delivered

administrative errors such as incorrect invoices or prices

warehouse or store room errors such as incorrect product delivered

service errors

delivery errors

product not delivered on time

customer satisfaction with service quality

Customers with special needs may include:

disabilities

language

beliefs/values

religious/spiritual observances

gender, age

culture

age

Opportunities for enhancing quality of service or product may include:

procedures for delivery of goods

returns policy

system for recording complaints

extending timelines

packaging procedures

update of customer service charter

Verifiable evidence may include:

customer satisfaction questionnaires

audit documentation and reports

quality assurance data

returned goods

lapsed customers

service calls

complaints

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relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity,

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Unit Sector(s)

Not applicable.