BSBCMN410A Coordinate implementation of customer service strategies
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Modification History
Not applicable.

Unit Descriptor
This unit covers the skills and knowledge required to advise on, and carry out customer service strategies, and evaluate customer strategies on the basis of feedback and design strategies for improvement.
This unit is related to BSBCMN310A Deliver and monitor a service to customers.
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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

### Elements and Performance Criteria

<table>
<thead>
<tr>
<th>Element</th>
<th>Performance Criteria</th>
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| 1 Advise on customer service needs | 1.1 Customer service needs are clarified and accurately assessed using appropriate communication techniques  
  1.2 Problems matching service delivery to customers are diagnosed and options for improved service are developed within organisational requirements  
  1.3 Advice is relevant, constructive and promotes the improvement of customer service delivery  
  1.4 Business technology is used to structure and present information on customer service needs |
| 2 Support implementation of customer service strategies | 2.1 Customer service strategies and opportunities are promoted to designated individuals and groups  
  2.2 Available budget resources are identified and allocated to fulfil customer service objectives  
  2.3 Procedures to resolve customer difficulties and complaints are actioned promptly within organisational requirements  
  2.4 Coaching and mentoring assistance is provided to colleagues to overcome difficulties in meeting customer service standards  
  2.5 Decisions to implement strategies are taken in consultation with designated individuals and groups |
| 3 Evaluate and report on customer service | 3.1 Client satisfaction with service delivery is reviewed using verifiable data in accordance with organisational requirements  
  3.2 Changes necessary to maintain service standards are identified and reported to designated groups and individuals  
  3.3 Conclusions and recommendations are prepared from verifiable evidence and provide constructive advice on future directions of client service |
strategies

3.4 Systems, records and reporting procedures are maintained to compare changes in customer satisfaction

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 the organisation in delivering services to customers
Distinguishing between different levels of customer satisfaction
Providing constructive advice on customer service practices
Responding to and reporting on customer feedback
Designing strategies to improve delivery of products and services

Underpinning Knowledge*
* At this level the learner must demonstrate understanding of a broad knowledge base incorporating some theoretical concepts.
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
Understanding the principles of customer services
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
Knowledge of common problems relating to customer service
Understanding consultation methods, techniques and protocols
Knowledge of techniques for dealing with customers with special needs

Underpinning Skills
Planning skills to develop implementation schedules
Evaluation skills to assess effectiveness of customer service strategies
Literacy skills to interpret a variety of texts; prepare information and papers; write formal and informal letters according to target audience
Interpersonal skills to relate effectively to people from a range of social, cultural and ethnic backgrounds
Technology skills including the ability to select and use technology appropriate to a task
Problem solving skills to diagnose organisational problems relating to customer services
Report writing skills to provide recommendations for the enhancement of products or services
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) on products and services
Planning and organising activities - (Level 2) to enhance products and services
Working with teams and others - (Level 2) in completing scheduled tasks
Using mathematical ideas and techniques - (Level 2) to determine service or product costs
Solving problems - (Level 2) to respond to customer enquiries or complaints
Using technology - (Level 2) to complete allocated tasks

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**Key Competency Levels**

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

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**Using mathematical ideas and techniques** - (Level 2) to determine service or product costs

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

**Using technology** - (Level 2) to complete allocated tasks
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 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

**Communication techniques may include:**
- consultation methods, techniques and protocols
- analysing customer satisfaction surveys
- conducting interviews
- questioning
- summarising and paraphrasing
- seeking feedback to confirm understanding
- making recommendations
- obtaining management decisions
- analysing quality assurance data

**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
- confidentiality and security requirements
- anti-discrimination and related policy
- access and equity principles and practice
- ethical standards
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

**Business technology may include:**
photocopier
computer
printer
binder
shredder
answering machine
fax machine
telephone

**Designated individuals and groups may include:**
supervisor
customers
colleagues
external organisation
committee
line management

**Procedures to resolve customer difficulties may include:**
using conflict management techniques
refund of monies
item replacement
referrals to supervisor
review of products or services
external agencies (eg Ombudsman)

**Customer 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
products not delivered on time
customer satisfaction with service quality

**Coaching and mentoring assistance may include:**
providing feedback to another team member
fair and ethical practice
non-discriminatory processes and activities
respecting the contribution of all participants and giving credit for achievements
presenting and promoting a positive image of the collective group
problem solving
providing encouragement

**Customer service strategies may include:**
delivery times
price offers
product/service availability
product/refund guarantees
merchandise characteristics
courtesy/politeness

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Unit Sector(s)
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