



Australian Government

Department of Education, Employment and Workplace Relations

BSBCMM301B Process customer complaints

Release: 1

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Modification History

Release	Comments
Release 1	<p>This version first released with <i>BSB07 Business Training Package version 6.0</i>.</p> <p>Revised unit. Required skills updated to focus on learning and development practices and compliance with policy and procedures.</p> <p>Replaces BSBCMM301A Process customer complaints</p>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to handle formal and informal negative feedback and complaints from customers. Operators may exercise discretion and judgement using appropriate knowledge of products, customer service systems and organisational policies to provide technical advice and support to a team.

Application of the Unit

This unit applies to individuals who are skilled operators and apply a broad range of competencies in various customer service contexts.

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.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Respond to complaints	<p>1.1 Process <i>customer complaints</i> using <i>effective communication</i> according to organisational procedures established under organisational policies, legislation or codes of practice</p> <p>1.2 Obtain, <i>document and review reports relating to customer complaints</i></p> <p>1.3 Make decisions about customer complaints, taking into account applicable legislation, organisational policies and codes</p> <p>1.4 Negotiate resolution of the complaint and obtain agreement where possible</p> <p>1.5 Maintain a register of complaints/disputes</p> <p>1.6 Inform customer of the outcome of the investigation</p>
2. Refer complaints	<p>2.1 Identify complaints that require referral to other personnel or external bodies</p> <p>2.2 Make <i>referrals</i> to appropriate personnel for follow-up in accordance with individual level of responsibility</p> <p>2.3 Forward all documents and investigation reports</p> <p>2.4 Follow-up appropriate personnel to gain prompt decisions</p>
3. Exercise judgement to resolve customer service issues	<p>3.1 Identify implications of issues for customer and organisation</p> <p>3.2 Analyse, explain and negotiate appropriate options for resolution with customer</p> <p>3.3 Propose viable options in accordance with appropriate legislative requirements and enterprise policies</p> <p>3.4 Ensure matters for which a solution cannot be negotiated are referred to appropriate personnel</p>

Required Skills and Knowledge

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

Required skills

- analytical skills to identify trends and positions of products and services
- communication skills to:
 - interpret customer complaints
 - monitor and advise on customer service strategies and resolutions
- communication skills to:
 - people with diverse abilities
 - relate to people from culturally diverse backgrounds
- literacy skills to:
 - edit and proofread texts to ensure clarity of meaning and accuracy of grammar and punctuation
 - prepare general information and papers according to target audience
 - read and understand a variety of texts
- problem-solving skills to:
 - apply organisational procedures to a range of situations
 - deal with customer enquiries or complaints
 - exercise judgement in this application
- 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 forms of government that may affect aspects of business operations, such as:
 - anti-discrimination legislation
 - ethical principles
 - codes of practice
 - privacy laws
 - occupational health and safety (OHS)
- importance of good communication skills and the individual's role in processing customer complaints
- organisational procedures and standards for processing complaints and recommending appropriate action.

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	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • applying judgement in the application of industry and/or organisational procedures • working with customer complaints • knowledge of organisational procedures and standards for processing complaints.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to an actual workplace or simulated environment • access to office equipment and resources • examples of customer complaints • examples of documents relating to customer complaints policies and procedures.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • analysis of responses to case studies and scenarios • demonstration of techniques • observation of presentations • oral or written questioning to assess knowledge of individual's role in processing customer complaints • review of documentation outlining necessary reports relating to customer complaints • review of complaints/disputes register.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.</p>

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.

<i>Customers</i> may include:	<ul style="list-style-type: none"> • customers with routine or specific requests • internal or external customers • people from a range of social, cultural or ethnic backgrounds • people who may be unwell, drug affected or emotionally distressed • people with varying physical and mental abilities • regular and new customers.
<i>Complaints</i> may include:	<ul style="list-style-type: none"> • different types of severity, formality and sources • scenarios where external bodies such as police are required • straightforward customer dissatisfaction • level of documentation required.
<i>Effective communication</i> may include:	<ul style="list-style-type: none"> • giving customers full attention • maintaining eye contact (for face-to-face interactions), except where eye contact may be culturally inappropriate • speaking clearly and concisely • using appropriate language and tone of voice • using clear written information/communication • using appropriate non-verbal communication (body language) personal presentation (for face-to-face interactions).
<i>Document and review reports relating to customer complaints</i> may include:	<ul style="list-style-type: none"> • completing forms and written reports • using audio-visual tapes • using computer-based systems.
<i>Referrals</i> may include:	<ul style="list-style-type: none"> • external bodies: <ul style="list-style-type: none"> • Ombudsman • Independent Commission Against Corruption (ICAC) • police • relevant superiors in the organisational hierarchy.

Unit Sector(s)

Communication – Interpersonal Communication

Custom Content Section

Not applicable.