



Australian Government

Department of Education, Employment and Workplace Relations

BSBCUS403A Implement customer service standards

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to contribute to quality customer service standards, and to support personnel to implement customer service standards and systems within the organisation.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to frontline managers, including team leaders and supervisors, who have responsibility for seeing that a customer service system and customer service standards are implemented. It is expected that someone undertaking this unit would have a detailed knowledge of, and experience in, customer service systems and procedures.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Contribute to quality customer service standards	<p>1.1. Access, interpret, apply and monitor customer service standards in the workplace in accordance with organisational standards, policies and procedures</p> <p>1.2. Make contributions to the development, refinement and improvement of customer service standards, policies and processes</p>
2. Implement customer service systems	<p>2.1. Encourage all personnel to consistently implement customer service systems</p> <p>2.2. Review customer feedback in consultation with appropriate personnel and analyse when improving work practices</p> <p>2.3. Identify customer service problems and make adjustments to ensure continued service quality</p> <p>2.4. Communicate adjustments in service delivery to all those involved, within appropriate timeframes</p> <p>2.5. Coordinate and manage delivery of services and products to ensure they effectively and efficiently meet agreed quality standards</p>
3. Implement team customer service standards	<p>3.1. Plan and implement team and work activities to meet customer needs and expectations, and to minimise inconvenience</p> <p>3.2. Identify resources required to undertake team tasks while meeting required customer service levels</p>

Required Skills and Knowledge

Required skills
<ul style="list-style-type: none">• communication skills to explain the system and standards to the work team• language, literacy and numeracy skills to understand and interpret customer service standards to others, and to modify these standards as required• problem-solving skills and lateral thinking skills to address problems and to ensure service standards are met.
Required knowledge
<ul style="list-style-type: none">• detailed product or service knowledge• models of customer service• relevant organisational procedures and standards for customer service relationships.

Evidence Guide

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:

- identification of customer service system and standards with information about monitoring and support required to ensure compliance with standards
- recommendations about how the standards can be improved or adapted to better meet the needs of the organisation and the customers
- knowledge of customer service models.

Context of and specific resources for assessment

Assessment must ensure:

- access to workplace documents.

Method of assessment

The following assessment methods are appropriate for this unit:

- analysis of responses to case studies and scenarios
- assessment of written reports
- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- observation of presentations
- oral or written questioning to assess knowledge of relevant organisational procedures and standards for customer service relationships
- evaluation of documentation reviewing customer feedback
- review of documentation identifying customer service problems
- review of team and work activities plan.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- BSBCUS401A Coordinate implementation of customer service strategies
- BSBCUS402A Address customer needs.

Range Statement

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 special requests • internal and 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>Organisational standards, policies and procedures</i> may include:	<ul style="list-style-type: none"> • continuous quality improvement cycle - plan/do/check/act • procedural manuals • product and service manuals, labels, instructions • quality systems, standards and guidelines • requirements for staff appearance and presentation
<i>Customer service problems</i> may include:	<ul style="list-style-type: none"> • breakages or faults • damaged stock • delays in delivery of products or services • missing parts or components • poor service • provision of poor advice or information

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Stakeholder Relations - Customer Service
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Co-requisite units

Co-requisite units		