



Australian Government

BSBOPS203 Deliver a service to customers

Release: 1

BSBOPS203 Deliver a service to customers

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 7.0.

Application

This unit describes the skills and knowledge required to deliver 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.

The unit applies to those 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

Business Competence – Business Operations

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	1.1 Greet customers according to organisational requirements 1.2 Share relevant information with customers 1.3 Identify and respond to specific customer requirements 1.4 Express interest in customer needs and develop rapport with customer
2. Identify customer needs	2.1 Ask questions to identify customer needs 2.2 Assess customer needs for urgency and identify priorities for service delivery 2.3 Provide customer with information about available options 2.4 Assess limitations in addressing customer needs and seek

ELEMENT	PERFORMANCE CRITERIA
	assistance from designated persons, where required
3. Provide service to customers	3.1 Confirm details of service and delivery with customer according to organisational requirements 3.2 Convey information regarding problems and delays, and follow-up within appropriate timeframes, where required 3.3 Identify opportunities to enhance the quality of service and products, and take action to improve the service
4. Process customer feedback	4.1 Seek customer feedback and handle according to organisational and legislative requirements 4.2 Record feedback and communication between customer and the organisation according to organisational requirements 4.3 Identify any unmet customer needs and discuss suitability of alternative products or services 4.4 Encourage customers to maintain contact with organisation for future needs

Foundation Skills

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

Skill	Description
Reading	- Identifies requirements from organisational policy and procedure documents - Interprets product and service information in a range of formats to provide customer advice
Writing	Records customer information according to organisational requirements
Oral communication	- Provides information and advice using structure and language to suit the audience - Asks questions and listens to gain information and confirm understanding
Planning and organising	Follows organisational procedures and practices relevant to own role
Teamwork	- 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 needs of others

Skill	Description
Initiative and enterprise	Identifies opportunities to enhance work practices and outcomes
Problem solving	Addresses routine problems in familiar work contexts

Unit Mapping Information

Supersedes and is equivalent to BSBCUS201 Deliver a service to customers.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for BSBOPS203 Deliver a service to customers

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- deliver a service to at least three different customers.

In the course of the above, the candidate must:

- greet the customer and establish rapport according to organisational requirements
- identify customer needs using interpersonal skills
- provide prompt service to address customer needs
- identify and follow up opportunities to increase the quality of service and products
- respond to and record all customer feedback according to organisational standards, policies and procedures.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- key provisions of customer service legislation and consumer law
- requirements for responding to the needs of customers from a diverse background
- workplace organisational policies and procedures relating to customer service and the customer service process.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- workplace documents, and organisational policies and procedures for customer service
- examples of customer complaints and feedback.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

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