



Australian Government

BSBOPS404 Implement customer service strategies

Release: 1

BSBOPS404 Implement customer service strategies

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 advise, carry out and evaluate customer service strategies.

The unit applies to individuals who have well developed skills and a broad knowledge of customer service strategies for addressing customer needs and problems. Individuals may provide guidance or delegate work related tasks to others.

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. Advise on customer service needs	1.1 Identify organisational customer service objectives and customer needs 1.2 Assess and clarify customer requirements 1.3 Identify and diagnose problems with service delivery 1.4 Develop options to improve customer service delivery according to organisational requirements 1.5 Provide recommendations to promote improvement of customer service delivery
2. Support implementation of customer service strategies	2.1 Consult with relevant stakeholders to develop customer service strategies 2.2 Assess customer service strategies and opportunities against

ELEMENT	PERFORMANCE CRITERIA
	customer service objectives 2.3 Identify and allocate available budget resources to fulfil customer service objectives 2.4 Action procedures to resolve customer difficulties and complaints according to organisational requirements
3. Evaluate and report on customer service	3.1 Review stakeholder satisfaction with service delivery according to organisational requirements 3.2 Identify and report changes necessary to meet customer service objectives 3.3 Prepare conclusions and recommendations on future directions of client service strategies 3.4 Monitor systems, records and reporting procedures for changes to customer satisfaction

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	Reviews textual information and comprehends details that relate to the interests or requirements of the client and organisation
Writing	Creates a range of formal texts using structure, grammar and clear and specialised language to describe customer needs, maintain information and support a particular position
Oral communication	Uses pace, intonation, intelligible pronunciation and listening and questioning techniques to interact effectively with others
Numeracy	Recognises and interprets numerical information and performs calculations on familiar mathematical information
Enterprise and Initiative	Recognises and applies organisational protocols and meets expectations associated with own work
Teamwork	- Uses a range of strategies to establish a sense of connection and build rapport with customers - Collaborates with others contributing knowledge and skills to achieve joint outcomes
Planning and organising	- Applies formal and logical processes when planning and implementing tasks - Applies standard procedures when responding to familiar problems

Skill	Description
	within own work context
Technology	• Uses digital technologies to access, organise, present and store information relevant to own role

Unit Mapping Information

Supersedes and is equivalent to BSBCUS401 Coordinate implementation of customer service strategies.

Supersedes but is not equivalent to:

- BSBCUS402 Address customer needs
- BSBCUS403 Implement customer service standards
- BSBSLS408 Present, secure and support sales solutions.

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 BSBOPS404 Implement customer service strategies

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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:

- develop and implement at least two strategies to improve customer service delivery.

In the course of the above, the candidate must:

- respond to and report on customer feedback and complaints
- review client satisfaction using verifiable data
- consult and communicate effectively with relevant people
- develop and implement strategies and methods to improve customer service delivery, including:
 - budgeting
 - promotion to staff
 - documentation and follow up.

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:

- customer communication techniques
- principles of customer service
- sources of verified client information
- techniques for identifying customer needs and reviewing customer satisfaction
- organisational business structure, products and services related to customer service
- techniques for drawing insights from verifiable evidence to develop recommendations and conclusions
- product and service standards and best practice models.

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:

- organisational policies and procedures for customer service
- examples of customer complaints and feedback
- client satisfaction data.

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

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