



**Australian Government**

# **BSBOPS505 Manage organisational customer service**

**Release: 1**

## BSBOPS505 Manage organisational customer service

### 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 develop strategies to manage organisational systems that ensure products and services are delivered and maintained to standards agreed by the organisation.

The unit applies to individuals who supervise customer service provided by others within an organisation. At this level, individuals must exercise considerable discretion and judgement, using a range of problem solving and decision making strategies.

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 customer requirements               | 1.1 Consult with customers to identify customer service requirements<br>1.2 Integrate customer feedback into organisation's business plan<br>1.3 Identify and procure resources required to address customer service requirements                                                                      |
| 2. Deliver quality products and services         | 2.1 Deliver product and service according to customer specifications within organisation's business plan<br>2.2 Monitor team performance and assess against the organisation's quality and delivery standards<br>2.3 Support colleagues to overcome difficulties in meeting customer service standards |

| ELEMENT                      | PERFORMANCE CRITERIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3. Evaluate customer service | <ul style="list-style-type: none"><li>3.1 Develop and use strategies for monitoring progress against product and service targets and standards</li><li>3.2 Develop and use strategies for obtaining customer feedback on provision of product and service</li><li>3.3 Adapt delivery of customer product and service in consultation with relevant individuals and groups</li><li>3.4 Manage records, reports and recommendations within the organisation's systems and processes</li></ul> |

## 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                   | <ul style="list-style-type: none"><li>• Interprets and analyses textual information from a variety of sources and applies the knowledge that has been gained to evaluate standards for organisation's products and services</li></ul>                                                                                                     |
| Writing                   | <ul style="list-style-type: none"><li>• Produces a range of text types to convey information, requirements or recommendations matching style of writing to purpose and audience</li></ul>                                                                                                                                                 |
| Oral communication        | <ul style="list-style-type: none"><li>• Clearly articulates systems and standards in a team environment using language suitable to diverse audiences</li><li>• Uses listening and questioning techniques to obtain feedback and confirm understanding</li></ul>                                                                           |
| Numeracy                  | <ul style="list-style-type: none"><li>• Interprets and comprehends mathematical information in organisation's business and customer service plans</li></ul>                                                                                                                                                                               |
| Planning and organising   | <ul style="list-style-type: none"><li>• Recognises and applies organisational protocols and meets expectations associated with own work</li></ul>                                                                                                                                                                                         |
| Teamwork                  | <ul style="list-style-type: none"><li>• Identifies and uses appropriate conventions and protocols when communicating with colleagues and customers</li><li>• Collaborates with others, taking into account their strengths and experience, to achieve desired outcomes</li><li>• Provides support in field of expertise to team</li></ul> |
| Enterprise and initiative | <ul style="list-style-type: none"><li>• Develops and implements plans using logical processes and monitors and evaluates progress against stated goals</li></ul>                                                                                                                                                                          |
| Problem solving           | <ul style="list-style-type: none"><li>• Accepts responsibility for addressing complex or non-routine difficulties, applying problem solving processes in determining a solution</li></ul>                                                                                                                                                 |

| Skill      | Description                                                                                                                                               |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Technology | <ul style="list-style-type: none"><li>• Uses digital technology to access, organise and present information in a format that meets requirements</li></ul> |

## Unit Mapping Information

Supersedes and is equivalent to BSBCUS501 Manage quality customer service.

Supersedes but is not equivalent to:

- BSBCUE504 Integrate customer engagement within the organisation
- BSBCUE601 Optimise customer engagement operations
- BSBCUE602 Manage customer engagement information
- BSBCUE603 Design and launch new customer engagement facilities
- BSBSLS501 Develop a sales plan.

## 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 BSBOPS505 Manage organisational customer service

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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 review strategy for delivering and monitoring quality customer service for an organisation or work area.

In the course of the above, the candidate must:

- implement quality customer service policies and procedures
- identify and resolve system problems relating to poor customer service
- assist teams to meet customer service requirements
- develop, procure and use human and physical resources to support quality customer service delivery.

## 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:

- legislative and regulatory frameworks governing customer service
- elements of effective customer service including quality, time and cost
- organisational policies and procedures for customer service and handling customer complaints
- relevant service standards and best practice models
- key principles of public relations and product promotion
- common techniques for solving complaints
- principles and techniques involved in managing:
  - customer behaviour
  - specific customer needs
  - customer research
  - customer relations
  - ongoing product and service quality

- problem identification and resolution
- quality customer service delivery
- record keeping and management methods
- strategies for monitoring, managing and introducing ways to improve customer service relationships
- strategies to obtain customer feedback.

## 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:

- legislation, regulations and codes of practice related to customer service
- workplace documentation and resources
- complex customer complaints.

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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