



Australian Government

Department of Education, Employment and Workplace Relations

BSBCMN410A Coordinate implementation of customer service strategies

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit covers the skills and knowledge required to advise on, and carry out customer service strategies, and evaluate customer strategies on the basis of feedback and design strategies for improvement.

This unit is related to BSBCMN310A Deliver and monitor a service to customers.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

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Element	Performance Criteria
1 Advise on customer service needs	1.1 Customer service needs are clarified and accurately assessed using appropriate communication techniques 1.2 Problems matching service delivery to customers are diagnosed and options for improved service are developed within organisational requirements 1.3 Advice is relevant, constructive and promotes the improvement of customer service delivery 1.4 Business technology is used to structure and present information on customer service needs
2 Support implementation of customer service strategies	2.1 Customer service strategies and opportunities are promoted to designated individuals and groups 2.2 Available budget resources are identified and allocated to fulfil customer service objectives 2.3 Procedures to resolve customer difficulties and complaints are actioned promptly within organisational requirements 2.4 Coaching and mentoring assistance is provided to colleagues to overcome difficulties in meeting customer service standards 2.5 Decisions to implement strategies are taken in consultation with designated individuals and groups
3 Evaluate and report on customer service	3.1 Client satisfaction with service delivery is reviewed using verifiable data in accordance with organisational requirements 3.2 Changes necessary to maintain service standards are identified and reported to designated groups and individuals 3.3 Conclusions and recommendations are prepared from verifiable evidence and provide constructive advice on future directions of client service

strategies

- 3.4 Systems, records and reporting procedures are maintained to compare changes in customer satisfaction

Required Skills and Knowledge

Not applicable.

Evidence Guide

The Evidence Guide identifies the critical aspects, underpinning knowledge and skills to be demonstrated to confirm competency for this unit. This is an integral part of the assessment of competency and should be read in conjunction with the Range Statement.

Critical Aspects of Evidence

Identifying needs and priorities of the organisation in delivering services to customers
Distinguishing between different levels of customer satisfaction
Providing constructive advice on customer service practices
Responding to and reporting on customer feedback
Designing strategies to improve delivery of products and services

Underpinning Knowledge*

* At this level the learner must demonstrate understanding of a broad knowledge base incorporating some theoretical concepts.

The relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination

Understanding the principles of customer services

Understanding the organisation's business structure, products and services

Understanding the organisation's policy and procedures for customer service including handling customer complaints

Knowledge of product and service standards and best practice models

Knowledge of common problems relating to customer service

Understanding consultation methods, techniques and protocols

Knowledge of techniques for dealing with customers with special needs

Underpinning Skills

Planning skills to develop implementation schedules

Evaluation skills to assess effectiveness of customer service strategies

Literacy skills to interpret a variety of texts; prepare information and papers; write formal and informal letters according to target audience

Interpersonal skills to relate effectively to people from a range of social, cultural and ethnic backgrounds

Technology skills including the ability to select and use technology appropriate to a task

Problem solving skills to diagnose organisational problems relating to customer services

Report writing skills to provide recommendations for the enhancement of products or services

Ability to relate to people from a range of social, cultural and ethnic backgrounds and physical and mental abilities

Resource implications

The learner and trainer should have access to appropriate documentation and resources normally used in the workplace

Consistency of Performance

In order to achieve consistency of performance, evidence should be collected over a set period of time which is sufficient to include dealings with an appropriate range and variety of situations

Context/s of Assessment

Competency is demonstrated by performance of all stated criteria, including paying particular attention to the critical aspects and the knowledge and skills elaborated in the Evidence Guide, and within the scope as defined by the Range Statement

Assessment must take account of the endorsed assessment guidelines in the Business Services Training Package

Assessment of performance requirements in this unit should be undertaken in an actual workplace or simulated environment

Assessment should reinforce the integration of the key competencies and the Business Services Common Competencies for the particular AQF Level. Refer to the Key Competency Levels at the end of this unit

Key Competency Levels

Collecting, analysing and organising information - (Level 2) to monitor and report on customer services

Communicating ideas and information - (Level 2) on products and services

Planning and organising activities -(Level 2) to enhance products and services

Working with teams and others - (Level 2) in completing scheduled tasks

Using mathematical ideas and techniques -(Level 2) to determine service or product costs

Solving problems - (Level 2) to respond to customer enquiries or complaints

Using technology - (Level 2) to complete allocated tasks

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Critical Aspects of Evidence

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Knowledge of common problems relating to customer service

Understanding consultation methods, techniques and protocols

Knowledge of techniques for dealing with customers with special needs

Underpinning Skills

Planning skills to develop implementation schedules

Evaluation skills to assess effectiveness of customer service strategies

Literacy skills to interpret a variety of texts; prepare information and papers; write formal and informal letters according to target audience

Interpersonal skills to relate effectively to people from a range of social, cultural and ethnic backgrounds

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Using technology - (Level 2) to complete allocated tasks

Range Statement

The Range Statement provides advice to interpret the scope and context of this unit of competency, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment. The following variables may be present for this particular unit:

Legislation, codes and national standards relevant to the workplace which may include:

- award and enterprise agreements and relevant industrial instruments
- relevant legislation from all levels of government that affects business operation, especially in regard to Occupational Health and Safety and environmental issues, equal opportunity, industrial relations and anti-discrimination
- relevant industry codes of practice

Customer needs may relate to:

- advice or general information
- specific information
- further information
- making an appointment
- complaints
- purchasing organisation's products and services
- returning organisation's products and services
- accuracy of information
- fairness/politeness
- prices/value

Communication techniques may include:

- consultation methods, techniques and protocols
- analysing customer satisfaction surveys
- conducting interviews
- questioning
- summarising and paraphrasing
- seeking feedback to confirm understanding
- making recommendations
- obtaining management decisions
- analysing quality assurance data

Customers can be:

- internal or external
- other agencies
- individual members of the organisation
- corporate customers
- individual members of the public

Organisational requirements may include:

- quality assurances and/or procedures manuals
- goals, objectives, plans, systems and processes
- legal and organisational policy/guidelines and requirements
- Occupational Health and Safety policies, procedures and programs
- confidentiality and security requirements
- anti-discrimination and related policy
- access and equity principles and practice
- ethical standards

quality and continuous improvement processes and standards

defined resource parameters

who is responsible for products or services

pricing and discount policies

replacement and refund policy and procedures

payment and delivery options

Business technology may include:

photocopier

computer

printer

binder

shredder

answering machine

fax machine

telephone

Designated individuals and groups may include:

supervisor

customers

colleagues

external organisation

committee

line management

Procedures to resolve customer difficulties may include:

using conflict management techniques

refund of monies

item replacement

referrals to supervisor

review of products or services

external agencies (eg Ombudsman)

Customer complaints may include:

damaged goods or goods not delivered

administrative errors such as incorrect invoices or prices

warehouse or store room errors such as incorrect product delivered

service errors

delivery errors

products not delivered on time

customer satisfaction with service quality

Coaching and mentoring assistance may include:

providing feedback to another team member

fair and ethical practice

non-discriminatory processes and activities

respecting the contribution of all participants and giving credit for achievements

presenting and promoting a positive image of the collective group

problem solving

providing encouragement

Customer service strategies may include:

delivery times

price offers

product/service availability
product/refund guarantees
merchandise characteristics
courtesy/politeness

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Customer needs may relate to:

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further information
making an appointment
complaints
purchasing organisation's products and services
returning organisation's products and services
accuracy of information
fairness/politeness
prices/value

Communication techniques may include:

consultation methods, techniques and protocols
analysing customer satisfaction surveys
conducting interviews
questioning
summarising and paraphrasing
seeking feedback to confirm understanding
making recommendations
obtaining management decisions
analysing quality assurance data

Customers can be:

internal or external
other agencies
individual members of the organisation
corporate customers
individual members of the public

Organisational requirements may include:

quality assurances and/or procedures manuals
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access and equity principles and practice
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defined resource parameters
who is responsible for products or services
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Business technology may include:

photocopier
computer
printer
binder
shredder
answering machine
fax machine
telephone

Designated individuals and groups may include:

supervisor
customers
colleagues
external organisation
committee
line management

Procedures to resolve customer difficulties may include:

using conflict management techniques
refund of monies
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courtesy/politeness

Unit Sector(s)

Not applicable.