



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **BSBFLM507B Manage quality customer service**

**Release: 1**

## **BSBFLM507B Manage quality customer service**

### **Modification History**

Not applicable.

### **Unit Descriptor**

This unit specifies the outcomes required to develop strategies to manage organisational systems that ensure products and services are delivered and maintained to standards agreed by the organisation and the customer.

This unit replaces BSBFLM507A Manage quality customer service.

Frontline managers are involved in ensuring that products and services are delivered and maintained to standards agreed by the organisation and the customer. They work within the context of the organisation's policies and practices as well as legislation, conventions and codes of practice.

At this level, work will normally be carried out within complex and diverse methods and procedures which require the exercise of considerable discretion and judgement, using a range of problem solving and decision making strategies.

This unit builds on BSBCMN410A Coordinate implementation of customer service strategies. Consider co-assessment with BSBFLM512A Ensure team effectiveness, BSBFLM506B Manage workplace information system, BSBMGT505A Ensure a safe workplace, and BSBFLM509B Facilitate continuous improvement.

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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

### Elements and Performance Criteria

| Element                                                    | Performance Criteria                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 Plan to meet internal and external customer requirements | <ul style="list-style-type: none"><li>1.1 The needs of customers are investigated, understood and assessed, and included in planning processes</li><li>1.2 Plans achieve the quality, time and cost specifications agreed with customers</li></ul>                                                                                                                                                              |
| 2 Ensure delivery of quality products and/or services      | <ul style="list-style-type: none"><li>2.1 Products and/or services are delivered to customer specifications within the team's business plan</li><li>2.2 Team performance is managed to consistently meet the organisation's quality and delivery standards</li><li>2.3 Leadership, supervision, coaching and mentoring assist colleagues to overcome difficulty in meeting customer service standards</li></ul> |
| 3 Monitor, adjust and review customer service              | <ul style="list-style-type: none"><li>3.1 Strategies to monitor progress in achieving product and/or service targets and standards are developed and used</li><li>3.2 Strategies to obtain customer feedback are developed and used to improve the provision of products and/or services</li></ul>                                                                                                              |

- 3.3 Resources are developed, procured and used effectively to provide quality products and/or services to customers
- 3.4 Decisions to overcome problems and to adapt customer service and products and/or service delivery are taken in consultation with appropriate individuals and groups
- 3.5 Records, reports and recommendations are managed within the organisation's systems and processes

## **Required Skills and Knowledge**

Not applicable.

## Evidence Guide

The Evidence Guide provides advice to inform and support appropriate assessment of this unit. It contains an overview of the assessment requirements followed by identification of specific aspects of evidence that will need to be addressed in determining competence. The Evidence Guide is an integral part of the unit and should be read and interpreted in conjunction with the other components of competency. Assessment must reflect the endorsed Assessment Guidelines of the parent Training Package.

### Overview of Assessment Requirements

A person who demonstrates competence in this standard must be able to provide evidence that they are able to develop strategies designed to meet customer needs; provide quality service; review and improve service; develop processes to access and follow-up customer feedback; and manage a system for reporting/recording customer service outcomes.

### Specific Evidence Requirements

#### Required knowledge and understanding include:

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

the organisation's policies and procedures for dealing with customers

the principles and techniques involved in the management and organisation of:

- customer needs research
- strategies to obtain customer feedback
- customer relations
- customer behaviour
- problem identification and resolution
- quality customer service delivery
- ongoing product and/or service quality
- record keeping and management methods
- strategies for monitoring, managing and introducing ways to improve customer service relationships

consultation and communication techniques

leadership and mentoring techniques

management of relationships to achieve strategic planning responsibilities

strategies for contributing to the elimination of discrimination/bias

#### Required skills and attributes include:

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

functional literacy skills to access and use workplace information

communication skills

skills to research, analyse and report information

planning and organising skills

team work skills

problem-solving skills to deal with complex and non-routine difficulties

technology skills at the appropriate level

coaching and mentoring skills to provide support to colleagues

### Key competencies or generic skills relevant to this unit

The seven key competencies represent generic skills considered essential for effective work participation. Innovation skills represent a further area of generic competence. The bracketed numbering indicates the performance level required in this unit:

Level (1) represents the competence to undertake tasks effectively

Level (2) represents the competence to manage tasks

Level (3) represents the competence to use concepts for evaluating and reshaping tasks. The bulleted points provide examples of how the key competencies can be applied for this unit.

Communicating ideas and information (3)

consulting with others on customer needs and to report on customer service outcomes

Collecting, analysing and organising information (3)

ensuring that appropriate strategies are in place to collect, organise and monitor customer information

Planning and organising activities (3)

planning to meet customer needs and to manage a system for reporting/recording customer service outcomes

Working in a team (3)

using leadership, supervision, coaching and mentoring to manage team performance

consulting with team members on planning, delivery and improvement

Using mathematical ideas and techniques (2)

undertaking calculations associated with customer service

Solving problems (3)

identifying and resolving deficiencies in customer service and developing strategies to improve service

Using technology (2)

using technology to assist the management of customer information

Innovation skills (3)

developing an innovative approach to the development of strategies to improve customer service provision

**Products that could be used as evidence include:**

documentation produced in managing quality customer service, such as:

- contribution to organisational policies and procedures
- procedures and policies for dealing with customer service provision, and related codes of conduct
- actions taken to address customer service information collection and retrieval
- actions taken to address methods of analysing information and developing and/or maintaining a customer service information system
- actions taken to address internal and external customer service issues
- advice and input into management decisions related to customer service
- learning and development plans for team members
- materials developed for coaching, mentoring and training
- induction programs developed and/or delivered
- actions taken to address issues and problems within work team
- reviews of people management
- records of people management lessons learned

**Processes that could be used as evidence include:**

how customers needs have been addressed

how planning was conducted and specifications achieved

how products and/or services have been delivered

how team performance was managed  
how team members were guided and supported in performing their role  
examples of strategies developed to monitor customer service and to obtain customer feedback  
examples of resources developed to provide for customers needs  
examples of strategies to adapt customer service delivery to overcome problems  
examples of how records and reporting procedures were managed within the organisation's processes

**Resource implications for assessment include:**

access by the learner and trainer to appropriate documentation and resources normally used in the workplace

**Validity and sufficiency of evidence requires:**

that this unit can be assessed in the workplace or in a closely simulated work environment  
that where assessment is part of a learning experience, evidence will need to be collected over a period of time, involving both formative and summative assessment  
that examples of actions taken by the candidate to promote quality customer service are provided

**Integrated competency assessment means:**

this unit should be assessed with other frontline management units taken as part of this qualification, as applicable to the candidate's leadership role in a work team and as part of an integrated assessment activity

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## Range Statement

The Range Statement adds definition to the unit by elaborating critical or significant aspects of the performance requirements of the unit. The Range Statement establishes the range of indicative meanings or applications of these requirements in different operating contexts and conditions. The specific aspects which require elaboration are identified by the use of italics in the Performance Criteria.

Legislation, codes and national standards relevant to the workplace 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 (OHS) and environmental issues, equal opportunity, industrial relations, anti-discrimination and record keeping standards and legislation

relevant industry codes of practice

OHS considerations may include:

knowledge of OHS legislation, principles and practice within the context of the organisation's operations and plans

OHS practice as an ethical standard and legislative requirement

training of all employees in health and safety procedures

regular updating and reviewing of the organisation's OHS systems, procedures and records

organisation's responsibilities to customers and suppliers

adjustment of communications and OHS approach to cater for social and cultural diversity and special needs

**Customers** may be:

co-workers, peers and fellow frontline managers

supervisors

Board members

clients, purchasers of services

members of the general public who make contact with the organisation, such as prospective purchasers of services

suppliers of goods and services and contractors providing goods and services

potential funding bodies

**Quality** may refer to:

the characteristics of a product, system, service or process meets the requirements of customers and interested parties

**Strategies** may refer to:

policies and procedures

long-term or short-term plans for monitoring achievement and evaluating effectiveness

feedback forms and other devices to enable communication from customers

electronic feedback mechanisms using intranet, internet and email

training and development activities

questionnaires, survey and interviews

databases and other controls to record and compare data over time

**Resources** may include:

people

power/energy

information

finance

buildings/facilities

equipment  
technology  
time

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## **Unit Sector(s)**

Not applicable.