



Australian Government

BSBCUS403B Implement customer service standards

Release 2

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Modification History

Release	Comments
Release 2	New release of this Unit with <i>version 7.0 of BSB07 Business Services Training Package</i>. ‘and to compare time lines and promotional costs against budgets’ removed from Required Skills AND BSBCUS401B and BSBCUS402B deleted from Guidance information for assessment.
Release 1	This Unit first released with <i>BSB07 Business Training Package version 6.0</i>. Revised unit. Required skills updated to focus on learning and development practices and compliance with policy and procedures. Replaces BSBCUS403A Implement customer service standards.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to contribute to quality customer service standards, and to support personnel to implement customer service standards and systems within the organisation. Operators undertaking this unit would have a detailed knowledge of, and experience in, customer service systems and procedures.

Application of the Unit

This unit applies to frontline managers, including team leaders and supervisors, who have responsibility for seeing that a customer service system and customer service standards are implemented.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.</i>

Elements and Performance Criteria

1. Contribute to quality customer service standards	1.1 Access, interpret, apply and monitor customer service standards in the workplace according to organisational standards, policies and procedures 1.2 Make contributions to the development, refinement and improvement of customer service standards, policies and processes
2. Implement customer service systems	2.1 Encourage all personnel to consistently implement customer service systems 2.2 Review customer feedback in consultation with appropriate personnel and analyse when improving work practices 2.3 Identify customer service problems and make adjustments to ensure continued service quality 2.4 Communicate adjustments in service delivery to all those involved, within appropriate timeframes 2.5 Coordinate and manage delivery of services and products to ensure they effectively and efficiently meet agreed quality standards
3. Implement team customer service standards	3.1 Plan and implement team and work activities to meet customer needs and expectations, and to minimise inconvenience 3.2 Identify resources required to undertake team tasks while meeting required customer service levels

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - direct others with regard to customer services standards
 - explain the system and standards to the work team
- information management skills to summarise information verbally and non-verbally
- literacy and numeracy skills to:
 - interpret product and service features or sales data
 - read a variety of texts to prepare general information and papers
 - summarise information obtained from a variety of verbal and non-verbal sources
 - write formal and informal text
- numeracy skills required to analyse data
- problem-solving skills to:
 - address problems and ensure service standards are met
 - develop solutions unique to a customer
 - modify customer service standards when required
- self-management skills to:
 - comply with policies and procedures
 - seek learning and development opportunities.

Required knowledge

- detailed product and service knowledge
- models of customer service
- relevant organisational procedures and standards for customer service relationships.

Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of the following is essential: • compliance with customer service system and standards • recommendations about how the standards can be improved or adapted to better meet the needs of the organisation and the customers • knowledge of customer service models.
Context of and specific resources for assessment	Assessment must ensure: • access to workplace documents.
Method of assessment	The following assessment methods are appropriate for this unit: • analysis of responses to case studies and scenarios • assessment of written reports • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • observation of presentations • oral or written questioning to assess knowledge of relevant organisational procedures and standards for customer service relationships • evaluation of documentation reviewing customer feedback • review of documentation identifying customer service problems • review of team and work activities plan.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Customers may include:	• customers with routine or special requests • internal and external customers • people from a range of social, cultural or ethnic backgrounds • people who may be unwell, drug affected or emotionally distressed • people with varying physical and mental abilities • regular and new customers.
Organisational standards, policies and procedures may include:	• continuous quality improvement cycle – plan/do/check/act • procedural manuals • product and service manuals, labels, instructions • quality systems, standards and guidelines • requirements for staff appearance and presentation.
Customer service problems may include:	• breakages or faults • damaged stock • delays in delivery of products or services • missing parts or components • poor service • provision of poor advice or information.

Unit Sector(s)

Stakeholder Relations – Customer Service