



Australian Government

MEM16003 Provide advanced customer service

Release: 1

MEM16003 Provide advanced customer service

Modification History

Release 1. Supersedes and is equivalent to MEM16003B Provide advanced customer service

Application

This unit of competency defines the skills and knowledge required to provide comprehensive assistance to customers. It includes identifying a customer's relationship to the enterprise and determining how service could be improved.

Applications of this unit would typically be found in warehouses, service and design departments, and relate to internal or external customers, across a range of products and services. This may include the taking of one-off or special orders requiring detailed descriptions, the handling of complaints referred for more detailed assistance than the initial point of contact, and work as a designated liaison officer.

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

Band: B

Unit Weight: 2

Pre-requisite Unit

MEM13015	Work safely and effectively in manufacturing and engineering
MEM16006	Organise and communicate information

Competency Field

Communication

Elements and Performance Criteria

Elements describe the essential outcomes.		Performance criteria describe the performance needed to demonstrate achievement of the element.	
1	Identify customer relationship to enterprise	1.1	Follow standard operating procedures and comply with work, health and safety (WHS) requirements at all times
		1.2	Identify customer as a new or repeat customer
		1.3	Obtain and check formal customer identification details

Elements describe the essential outcomes.		Performance criteria describe the performance needed to demonstrate achievement of the element.	
			for repeat customers and access information according to workplace procedures
		1.4	Capture information on new customers according to workplace procedures
2	Identify customer requirements	2.1	Identify customer requirements from order or other verbal or written communication
		2.2	Apply product knowledge to answer and address customer questions and support informed purchase decision
		2.3	Communicate clearly the degree to which customer requirements can be met
		2.4	Propose alternatives for any inability to completely satisfy customer requirements
		2.5	Use communication skills to provide positive customer experience
3	Action customer requirements	3.1	Undertake appropriate action to implement customer requirements
		3.2	Record customer requirements not able to be met immediately, and undertake follow-up checks according to procedures
		3.3	Communicate with customers to inform of service progress or completion, according to workplace procedures
4	Address customer complaints	4.1	Apply active listening skills and receive complaint information to ensure a thorough understanding of customer complaint
		4.2	Determine source of complaint or issue and report to relevant personnel
		4.3	Determine process for resolving complaint and confirm

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Performance criteria describe the performance needed to demonstrate achievement of the element.

with customer

4.4 Action process and maintain communication with customer until completion

4.5 Assess effectiveness of resolution and report or record outcomes according to work procedures

5 **Promote better customer service**

5.1 Record products and services provided to customer, and any other customer information that can help to improve future relations

5.2 Assess customer service provided and identify and report opportunities for improvement

Foundation Skills

This section describes those required skills (reading, writing, oral communication and numeracy) that are essential to workplace performance in this unit of competency.

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

This field allows for different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.

Customer liaison includes using one (1) or more of the following:

- telephone
- written forms
- email
- face-to-face contact
- digital/electronic tools

Customer requirements include one (1) or more of the following:

- price
- delivery date
- quantity
- quality

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- specifications

Communication skills include one (1) or more of the following:

- active listening
- asking and answering questions
- appropriate body language
- plain English
- politeness
- assertiveness
- building rapport
- calmness
- patience
- empathy
- effective verbal communication
- clarifying/checking meaning
- addressing/minimising communication barriers

Appropriate actions to implement customer requirements include one (1) or more of the following:

- filling or entering order
- corrective action to resolve complaints
- repair or service to customer equipment

Sources of complaint or issue include one (1) or more of the following:

- damaged goods
- poor service
- delayed delivery
- goods not received
- incorrect specifications
- difficult customer

Processes for resolving complaint include one (1) or more of the following:

- replacement
- repair
- price reduction
- providing additional or improved service
- explanation
- apology
- referral to appropriate personnel or other supplier
- suggest alternative product / service

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Customer relationships include one (1) or more of the following:

- internal
- external
- repeat
- one-off
- new
- established
- significance in terms of purchase size, length of association, company status and relationship
- previous history
- special service requirements or conditions
- reciprocal arrangements
- supply chain relationship

Opportunities for improving customer service include one (1) or more of the following:

- new documentation
- new communication
- system improvements
- delivery improvements
- product or service improvements

Unit Mapping Information

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Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=b7050d37-5fd0-4740-8f7d-3b7a49c10bb2>

Assessment Requirements for MEM16003 Provide advanced customer service

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Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy the requirements of the elements and performance criteria on at least two (2) occasions and include:

- following work instructions, standard operating procedures (SOPs) and safe work practices
- identifying customer relationship to the enterprise and ensuring customer information is complete, accurate and current
- applying product knowledge to address customer enquiries
- establishing rapport with the customer and providing positive customer experience
- handling difficult or unsatisfied customers and determining and implementing process of resolution
- determining and managing customer requirements not able to be met
- taking appropriate action to meet customer requirements according to procedures and recording customer products/service details
- reporting/recommending opportunities for improving customer service.

Knowledge Evidence

Evidence required to demonstrate the required knowledge for this unit must be relevant to and satisfy the requirements of the elements and performance criteria and include knowledge of:

- safe work practices and procedures
- procedures for:
 - identifying customers and defining customer relationships
 - identifying customer requirements
 - informing the customer of the degree to which the customer's requirements can be met
 - actioning customer orders
 - recording and managing customer complaints
 - initiating repairs and/or service to customer equipment
 - managing organisational errors in service provision
 - following up on unmet customer requirements
 - reporting/recommending improvement to customer service
- service provision procedures for new/repeat customers
- customer relationship management system use and application

- features and characteristics of products and services offered
- product and service availability and processes
- range of customer requirements for product/service and alternatives available
- reasons for informing the customer promptly of the ability/inability to meet requirements
- principles and practices of effective customer service
- strategies for managing difficult customers
- record keeping requirements of customer service interactions and transactions.

Assessment Conditions

- Assessors must:
 - have vocational competency in providing advanced customer service at least to the level being assessed with relevant industry knowledge and experience
 - satisfy the assessor requirements in the *Standards for Registered Training Organisations 2015* or its replacement and comply with the *National Vocational Education and Training Regulator Act 2011*, its replacement or equivalent legislation covering VET regulation in a non-referring state/territory as the case requires
- Where possible assessment must occur in operational workplace situations. Where this is not possible or where personal safety or environmental damage are limiting factors, assessment must occur in a sufficiently rigorous simulated environment that reflects realistic operational workplace conditions. This must cover all aspects of workplace performance, including environment, task skills, task management skills, contingency management skills and job role environment skills
- Conditions for assessment must include access to all tools, equipment, materials and documentation required, including relevant workplace procedures, product and manufacturing specifications
- Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

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