



Australian Government

MEM16004 Perform internal/external customer service

Release: 1

MEM16004 Perform internal/external customer service

Modification History

Release 1. Supersedes and is equivalent to MEM16004B Perform internal/external customer service

Application

This unit of competency defines the skills and knowledge required to provide assistance to internal and external customers across a range of products and services.

Typical applications of this unit would be found in service and design departments and include taking one-off or special orders requiring detailed descriptions or handling of complaints.

This unit should not be selected when Unit MEM16003 Provide advanced customer service has already been selected.

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

Band: A

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 requirements	1.1	Follow standard operating procedures and comply with work health and safety (WHS) requirements at all times
		1.2	Identify customer requirements from verbal or written communication

Elements describe the essential outcomes.

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

- | | | | |
|---|-------------------------------------|-----|---|
| | | 1.3 | Determine product/service availability to meet customer requirements |
| | | 1.4 | Communicate clearly the degree to which customer requirements can be met and propose alternatives for any inability to completely satisfy customer requirements |
| | | 1.5 | Use communication skills to provide positive customer experience |
| | | 1.6 | Complete documentation to record customer details and order requirements |
| 2 | Action customer requirements | 2.1 | Take appropriate action to implement customer requirements |
| | | 2.2 | Record products and services provided to customer and complete require workplace documentation |
| 3 | Handle customer issues | 3.1 | Receive complaint information to ensure a thorough understanding of customer issue |
| | | 3.2 | Determine required action and address or refer matter to appropriate personnel |
| | | 3.3 | Record and follow up customer requirements not able to be met |

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:

- product
- service
- price
- delivery date
- quantity
- quality
- specifications

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

- active listening
- asking and answering questions
- appropriate body language
- reading
- writing
- plain English
- politeness
- assertiveness
- building rapport
- calmness
- patience
- empathy
- effective verbal communication

Appropriate action 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

Customer issues include

- damaged goods

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.

one (1) or more of the following:

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

Unit Mapping Information

Release 1. Supersedes and is equivalent to MEM16004B Perform internal/external customer service

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 MEM16004 Perform internal/external customer service

Modification History

Release 1. Supersedes and is equivalent to MEM16004B Perform internal/external customer service

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
- applying product knowledge to address customer enquiries
- establishing rapport with the customer and providing positive customer experience
- identifying customer requirements and clearly communicating the degree to which the customer requirements can be met
- proposing alternative products and/or services to satisfy customer requirements and taking action to implement these
- recording and following up customer requirements not able to be met.

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
- cost of the required product or service
- 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 the customer requirements
- strategies for managing customer issues
- record keeping requirements of customer service interactions and transactions
- procedures for:
 - actioning customer orders
 - recording and managing customer complaints
 - recording customer requirements which are not met
 - following up on customer requirements that are not met.

Assessment Conditions

- Assessors must:
 - have vocational competency in performing internal/external 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.

Links

Companion Volume implementation guides are found in VETNet -

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