



Australian Government

Department of Education, Employment and Workplace Relations

MEM16003B Provide advanced customer service

Release: 1

MEM16003B Provide advanced customer service

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit covers identifying a customer's relationship to the enterprise and the customer's requirements, acting on the customer's requirements, and promoting better customer service.
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Application of the Unit

Application of the unit	This unit applies to the provision of comprehensive assistance to customers across a range of products and services. Situations covered would be beyond simple sales or enquiries and could 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, work as a designated liaison officer etc. Customers can be internal or external. Customer liaison can be undertaken through telephone, written, email or face-to-face contact. Typical applications of this unit would be found in warehouses, service and design departments. Band: B Unit Weight: 2
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Licensing/Regulatory Information

Not Applicable

Pre-Requisites

Prerequisite units	

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify customer relationship to enterprise	1.1. For repeat customers, formal customer identification details are obtained and checked, for example, by order, requisition or account number according to standard operating procedures. 1.2. Customer is identified as a new or repeat customer.
2. Identify customer requirements	2.1. Customer requirements are identified from order or other verbal or written communication. 2.2. The degree to which customer requirements can be met is clearly communicated including details such as price, delivery date, quantity or quality. 2.3. Alternatives are proposed for any inability to completely satisfy customer requirements.
3. Action customer requirements	3.1. Appropriate action to implement customer requirements is undertaken, for example by filling or entering of order, corrective action to resolve complaints, or repair or service to customer equipment. 3.2. Customer requirements not able to be met immediately are recorded, and follow-up checks are undertaken according to standard operating procedures.
4. Promote better customer service	4.1. Methods of improving customer service are identified and reported.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

Look for evidence that confirms skills in:

- reading, interpreting and following information on written job instructions, specifications and other applicable reference documents
- obtaining and checking customer identification details
- establishing rapport with the customer
- dealing with difficult or unsatisfied customers

REQUIRED SKILLS AND KNOWLEDGE

- checking and clarifying information
- identifying and communicating the degree to which customer requirements can be met
- identifying alternative products and/or services
- taking appropriate action to meet customer requirements
- recording customer requirements including those not able to be immediately met
- following up unmet customer requirements
- reporting/recommending methods of improving customer service
- entering routine and familiar information onto proformas and standard workplace forms

Required knowledge

Look for evidence that confirms knowledge of:

- the procedures for identifying customers and defining customer relationships
- service provision procedures for new/repeat customers
- procedures for identifying customer requirements
- the price of the required product or service
- the quantities of the product available
- the quality and characteristics of the product or service
- the delivery date/requirements of the product or service
- the procedures for informing the customer of the degree to which the customer's requirements can be met
- the reasons for informing the customer promptly of the ability/inability to meet the customer's requirements
- alternative products and/or services that may meet the customer's requirements
- the procedures for actioning customer orders
- the procedures for recording and managing customer complaints
- the procedures for initiating repairs and/or service to customer equipment
- the procedures for managing organisational errors in service provision
- principles and practices of effective customer service
- record keeping requirements of customer service interactions and transactions
- the procedures for following up on unmet customer requirements
- the procedures for reporting/recommending improvement to customer service
- safe work practices and procedures

Evidence Guide

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	A person who demonstrates competency in this unit must be able to provide advanced customer service.
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Assessors must be satisfied that the candidate can competently and consistently perform all elements of the unit as specified by the criteria, including required knowledge, and be capable of applying the competency in new and different situations and contexts.
Context of and specific resources for assessment	This unit may be assessed on the job, off the job or a combination of both on and off the job. Where assessment occurs off the job, that is the candidate is not in productive work, then an appropriate simulation must be used where the range of conditions reflects realistic workplace situations. The competencies covered by this unit would be demonstrated by an individual working alone or as part of a team. The assessment environment should not disadvantage the candidate. This unit could be assessed in conjunction with any other units addressing the safety, quality, communication, materials handling, recording and reporting associated with providing advanced customer service or other units requiring the exercise of the skills and knowledge covered by this unit.
Method of assessment	Assessors should gather a range of evidence that is valid, sufficient, current and authentic. Evidence can be gathered through a variety of ways including direct observation, supervisor's reports, project work, samples and questioning. Questioning techniques should not require language, literacy and numeracy skills beyond those required in this unit of competency. The candidate must have access to all tools, equipment, materials and documentation required. The candidate must be permitted to refer to any relevant workplace procedures, product and manufacturing specifications, codes, standards, manuals and reference materials.
Guidance information for assessment	

Range Statement

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.

Customer relationship	• Internal or external • Repeat or one-off • New or established • Significance in terms of purchase size, length of association, company status, relationship • Previous history • Special service requirements or conditions • Reciprocal arrangements • Supply chain relationship
Methods of improving customer service	• New documentation • New communication • System improvements • Delivery improvements • Product or service improvements

Unit Sector(s)

Unit sector	
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Co-requisite units

Co-requisite units	

Competency field

Competency field	Communication
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