

Quality customer service is the key to success for organisations with customer responsibility. For these organisations business success will be built on managing customers, retaining customers and attracting new customers.

Customer satisfaction keeps your customers coming back and buying from you again and again. When everybody in your organisation is capable of providing effective customer service, your customers enjoy consistent, positive experiences whenever they interface with your people.

Satisfied customers are priceless assets on which to build a successful business, yet many companies place more emphasis on selling to new customers than servicing existing ones.

This unit describes the performance outcomes, skills and knowledge required to advise on, carry out and evaluate customer service strategies, including the design of improvement strategies based on feedback.

Designed for: This unit applies to individuals with a broad knowledge of customer service strategies who contribute well developed skills in addressing customer needs and problems. They may have responsibility to provide guidance or to delegate aspects of these tasks to others.

Duration: 1 day

Elements of Competency and Performance Criteria

Advise on customer service needs

- Clarify and accurately assess customer needs using appropriate communication techniques
- Diagnose problems matching service delivery to customers and develop options for improved service within organisational requirements
- Provide relevant and constructive advice to promote the improvement of customer service delivery
- Use business technology and/or online services to structure and present information on customer service needs

Support implementation of customer service strategies

- Ensure customer service strategies and opportunities are promoted to designated individuals and groups
- Identify and allocate available budget resources to fulfil customer service objectives
- Promptly action procedures to resolve customer difficulties and complaints within organizational requirements
- Ensure that decisions to implement strategies are taken in consultation with designated individuals and groups

Evaluate and report on customer service

- Review client satisfaction with service delivery using verifiable data in accordance with organizational requirements
- Identify and report changes necessary to maintain service standards to designated individuals and groups
- Prepare conclusions and recommendations from verifiable evidence and provide constructive advice on future directions of client service strategies
- Maintain systems, records and reporting procedures to compare changes in customer satisfaction



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