

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 course is suitable for all frontline managers.

Duration: 1 day

Application of the unit: 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.

Elements and performance criteria:

Element	Performance criteria
Advise on customer service needs	<ul style="list-style-type: none"> ▪ 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	<ul style="list-style-type: none"> ▪ 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 organisational requirements ▪ Ensure that decisions to implement strategies are taken in consultation with designated individuals and groups
Evaluate and report on customer service	<ul style="list-style-type: none"> ▪ Review client satisfaction with service delivery using verifiable data in accordance with organisational 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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