Contents

Section 1: Meeting VET sector requirements

Training organisations have a range of requirements that they must meet in developing and implementing quality training and assessment strategies and practices for course programs. As a trainer, you also have a range of requirements that must be considered when implementing programs for your specific group of learners.

1.1 How Aspire's resources assist in meeting requirements

The following section outlines a range of VET sector requirements and how Aspire's resources may assist you and your training organisation in implementing a quality learning experience.

VET sector requirement	Aspire's approach
Australian Qualifications Framework The Australian Qualifications Framework is the national policy for regulated qualifications in the Australian education and training system. The AQF incorporates the quality assured qualifications from each education and training sector into a single comprehensive national qualifications framework. You and your training organisation must be aware of the requirements of the relevant AQF qualification or course requirements, from the endorsed training package, as you implement course delivery.	Aspire's learning resources, practice tasks and learning checkpoints have been pitched at a level suitable for the unit of competency and the qualifications for which it is relevant, based on the specifications in the Australian Qualifications Framework (AQF) (Second edition, January 2013). For more information regarding these specifications, and to download the Australian Qualifications Framework, visit the AQF website at: www.aqf.edu.au.
Volume of learning When developing training and assessment strategies for this unit and the qualification for which it is relevant, you and your training organisation must take into account the volume of learning requirements as defined by the Australian Qualifications Framework. An explanation of volume of learning can be accessed at: www.aqf.edu.au/wp-content/uploads/2013/06/Volume-of-Learning-Explanation.pdf	The sample delivery plans provided in section 3.2 include suggested time allocations. You may need to adjust these allocations when planning delivery in the context of a whole qualification to meet volume of learning requirements and learner needs.

Section 2: Unit of competency information

2.1 Unit of competency

BSBCUS401 Coordinate implementation of customer service strategies

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to advise, carry out and evaluate customer service strategies.

It applies to individuals who have well developed skills and a broad knowledge of customer service strategies for addressing customer needs and problems, and who may provide guidance or delegate work related tasks to others.

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

Unit Sector

Stakeholder Relations – Customer Service

2.2 Unit of competency assessment requirements

Assessment Requirements for BSBCUS401 Coordinate implementation of customer service strategies

Modification History

Release	Comments
Release 1	This version first released with Business Services Training Package Version 1.0.

Performance Evidence	Evidence of the ability to:
	• identify the needs and priorities of the organisation in delivering services to customers
	• diagnose problems in delivery of customer service
	• respond to and report on customer feedback and complaints
	• review client satisfaction using verifiable data
	• consult and communicate effectively with relevant people
	• develop and implement strategies and methods to improve customer service delivery including:
	   – budgeting
	   – promotion to staff
	   – documentation and follow up.
	Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence	To complete the unit requirements safely and effectively, the individual must: • outline the principles of customer service • explain sources of information and techniques for identifying customer needs and reviewing customer satisfaction • explain the organisational business structure, products and services related to customer service • describe product and service standards and best practice models.

3.2 Delivery plans

The following sample delivery plans can be used to deliver *BSBCUS401 Coordinate implementation of customer service strategies*. These plans, including the time allocations, are suggestions only. You may need to add to them, change them or substitute your own activities according to the interest level, experience of the learners and the specific situation. Remember, it is your responsibility as the trainer to use the most appropriate strategies for your learners.

The delivery plans have been developed for use in a face-to-face delivery environment. However, certain features of the delivery plans can be adapted to be used for individual/online learners, particularly for those parts of the learning content that necessitate some form of group interaction or communication.

Topic 1: Advise on customer service needs	
Suggested time allocation: **Suggested resources**: • Recommended reading • Slide presentation software	**Slide nos**: 2–33
Recommended reading	**Terminology checklist**
Aspire learner guide *BSBCUS401 Coordinate implementation of customer service strategies*, Release 1 Topic 1: Advise on customer service needs	• Customer service • Customer service delivery • Customer service principles and standards • The marketing concept and segmentation • Customer profiles • Demographics • External and internal customers • Psychographic and behavioural variables • Customer satisfaction surveys • Complaints log • Feedback forms • Customer interviews • Communication techniques and strategies • Customer service audit • Qualitative and quantitative data • Workplace health and safety • Organisational goals • Customer service policies and procedures • Quality Assurance • Ethical standards • Customer service charter • Guarantees and warranties Customer relationship management (CRM) program
Suggested training strategies	

3.3 Learning mapping

BSBCUS401 Coordinate implementation of customer service strategies, Release 1

Unit of competency		Content		Practice tasks	Learning checkpoint
Element 1: Advise on customer service needs					
1.1	Clarify and accurately assess customer needs using appropriate communication techniques	1A	Understand and assess customer needs	1	LC 1: Part A 4 Part B 1
1.2	Diagnose problems matching service delivery to customers and develop options for improved service within organisational requirements	1B	Diagnose problems and improve customer service delivery	2	LC 1: Part B 1
1.3	Provide relevant and constructive advice to promote the improvement of customer service delivery	1C	Advise on options to improve customer service	3	LC 1: Part B 2 LC 3: Part A 3
1.4	Use business technology and/or online services to structure and present information on customer service needs	1D	Use business technology to present information	4	LC 1: Part A 5
Element 2: Support implementation of customer service strategies					
2.1	Ensure customer service strategies and opportunities are promoted to designated individuals and groups	2A	Promote and implement customer service strategies	5	LC 2: Part A 1, 2, 3
2.2	Identify and allocate available budget resources to fulfil customer service objectives	2B	Identify budgetary considerations in delivering strategies	6	LC 2: Part A 4
2.3	Promptly action procedures to resolve customer difficulties and complaints within organisational requirements	2C	Resolve customer difficulties and complaints promptly	7	LC 2: Part B

4.3 Assessment mapping

BSBCUS401 Coordinate implementation of customer service strategies, Release 1

Unit of competency	Part A – Questioning	Part B – Project: Scenario	Part C – Project: At work	Part D – Observation	Part E – Third-party report
Element 1: Advise on customer service needs					
1.1 Clarify and accurately assess customer needs using appropriate communication techniques	Q1, Q2			O1	O1
1.2 Diagnose problems matching service delivery to customers and develop options for improved service within organisational requirements	Q5	P3, P4, P5, P6	P3, P4, P5, P6		
1.3 Provide relevant and constructive advice to promote the improvement of customer service delivery	Q4, Q5			O3	O3
1.4 Use business technology and/or online services to structure and present information on customer service needs		P8	P8	O4	O4
Element 2: Support implementation of customer service strategies					
2.1 Ensure customer service strategies and opportunities are promoted to designated individuals and groups	Q12	P9	P9		
2.2 Identify and allocate available budget resources to fulfil customer service objectives	Q13	P10	P10	O7	O7
2.3 Promptly action procedures to resolve customer difficulties and complaints within organisational requirements		P6, P12	P6, P12	O8	O8

4.5 Completing the record of outcome

Once all required assessment tasks and options have been completed satisfactorily by the candidate, the final assessment record of outcome form must be completed.

This must be submitted to your training organisation's records administration as soon as possible after the final assessment tasks are completed and marked. An example is provided here.

Record of outcome

Training organisation name:	
Candidate name:	
Unit code and title:	*BSBCUS401 Coordinate implementation of customer service strategies*, Release 1
Assessor name:	
Assessor email:	
Assessor phone number:	

Assessment tasks:		**Satisfactorily completed**
	Part A – Questioning	❑
	❑ Part B – Project: Coordinating the implementation of customer service strategies at BizOps Enterprises OR ❑ Part C – Project: Coordinating the implementation of customer service strategies at work	❑
	❑ Part D – Observation OR ❑ Part E – Third-party report	❑