

Assessment Resource Summary Student	
Course	BSB50215 Diploma of Business
Unit Details	BSBCUS501 Manage quality customer service
Assessment Type	This is a summative assessment , which requires each student to have adequate practice prior to undertaking this assessment
Assessment Methods	Assessment 1 Projects (TASK1: Develop Customer Service Standards / Policies & Procedures) (TASK2: Investigate Customer Service Issues)
	Assessment 2 Observations (2 Conflict Observations)
	Assessment 3 Written Assessment
Student Name:	
Student ID No:	

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Student Receipt			
Students should retain the section below as their receipt for submitting this work. Students are required to keep a copy of all submitted work.			
Student's ID & Name:			
Date of Submission:		Unit Code & Name:	BSBCUS501 Manage quality customer service
Staff Name:		Staff Signature:	

Unit Summary

This unit describes the performance outcomes, skills and knowledge required to develop strategies to manage organisational systems that ensure products and services are delivered and maintained to standards agreed by the organisation.

Many managers are involved in ensuring that products and services are delivered and maintained to standards agreed by the organisation. Typically these managers have staff involved in delivering customer service and are responsible for the quality of their work. In many instances the work will occur within the organisation's policies and procedures framework

At this level, the exercise of considerable discretion and judgement, using a range of problem solving and decision making strategies, will be required.

Prerequisite Units

There are no recommended pre-requisite units for this competency.

Co-requisite Units

There are no recommended co-requisite units for this competency.

Assessment- Student Information

Resource Requirements

- Access to appropriate documentation and resources normally used in the workplace.

Assessment Outcomes

There are two outcomes of assessments: S = Satisfactory and NS = Not Satisfactory (requires more training and experience).

Students will be awarded C = Competent on completion of the unit when satisfied that they have completed all assessments and have provided the appropriate evidence required to meet all criteria. If the student fails to meet this requirement he will receive the result NYC = Not Yet Competent and will be eligible to be re-assessed in accordance with Chambers Institute policy and procedures.

Student Support

You can ask your assessor if you have any questions about the assessment. Your assessor will only assist or intervene during an assessment if there is a risk of injury to yourself or one of your class members.

Reasonable adjustment

Students who have special needs may be allowed reasonable adjustment in line with the Chambers Institute Policy and Procedures.

To meet the needs of all learners' adjustments can be made to the way assessments are conducted but not to the requirements of the assessment. The purpose of these adjustments is to enhance fairness and flexibility so that the specific needs of students can be met.

Examples of reasonable adjustments

- providing additional time for student to practice the assessment tasks
- presenting questions orally for students with literacy issues
- asking questions in a relevant practical context
- adapting machinery and equipment to make it more easily used
- presenting work instructions in diagrammatic or pictorial form instead of words and sentences
- simplifying the design of job tasks

It is the responsibility of each assessor to assess students needs and make whatever reasonable adjustments are practicable to maximise a students' opportunity to demonstrate their competence.

In the event that a student is currently working in a suitable role (outside their studies), assessors may also consider contacting students workplace supervisor to assist in the development of reasonable adjustments to the assessment requirements of this unit (if approved by the student)

Re-assessment

Re-assessment for assessments only occurs if the student has previously submitted the assessment or has missed the relevant session(s) and has been afforded special consideration which is approved by the CEO.

Students will be given an opportunity to attempt a first re-assessment (this re-assessment is conducted free of charge). Each student is to fill out and submit a reassessment request to their trainer/assessor and from this a suitable time will be arranged for the reassessment to occur within 14 days of the completion of the unit in question. Should a student either not make an attempt within this time frame (in spite of all efforts by Chambers Institute, its trainers and administration staff to have the student attend a reassessment session) or the student does not achieve a satisfactory result after the first re-assessment they will be provided with the opportunity of a second reassessment attempt which must be completed within 14 days of the unsuccessful first attempt. For this second attempt the student will be charged a \$200 fee.

Should the student still not achieve competence after these assessment attempts, it will be necessary for them to re enrol in (repeat) the unit of competence at a cost of \$12 per study hour

Assessment Appeals procedure

If you are unhappy with assessment result you can appeal for the decision to be reviewed.

Details of this process are listed in the Complaints and Appeals Policy and Procedure which can be accessed from the institute's website www.chambers.vic.edu.au

ASSESSMENT SUMMARY / COVER SHEET

This form is to be completed by the assessor and used as a final record of student competency.
 All student submissions including any associated checklists (outlined below) are to be attached to this cover sheet before placing on the students file.
 Student results are not to be entered onto the Student Database unless all relevant paperwork is completed and attached to this form.

Student Name:	
Student ID No:	
Final Completion Date:	

Unit:	BSBCUS501 Manage quality customer service
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		Result <small>S = Satisfactory NS = Not Satisfactory NA = Not Assessed</small>
Assessment 1(Task 1)	<input type="checkbox"/> project	S NS NA
Assessment 1 (Task 2)	<input type="checkbox"/> project	S NS NA
Assessment 2	<input type="checkbox"/> Observation	S NS NA
Assessment 3	<input type="checkbox"/> Written Assessment	S NS NA

<i>Final Assessment Result for this unit</i>	C / NYC
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Student Feedback: _____

<p>Student Declaration: I declare that I have been assessed in this unit, and I have been advised of my result. I am also aware of my appeal rights.</p> <p>Name: _____</p> <p>Signature: _____</p> <p>Date: ____/____/____</p>	<p>Assessor Declaration: I declare that I have conducted a fair, valid, reliable and flexible assessment with this student, and I have provided appropriate feedback</p> <p>Name: _____</p> <p>Signature: _____</p> <p>Date: ____/____/____</p>
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ASSESSMENT 1 – TASK 1

This information is to be handed to each student to outline the assessment requirements.

AET TRANSPORT PTY LTD COMPANY PROFILE

AET Transport Pty Ltd. was founded in 1997 by Fred Bingle of Melbourne, Australia. AET's first truck was a 1982 International Acco 1950C Table / Tray Top which supplied Coulee Agro, a local fertilizer company with bulk fertilizers, chemicals and anhydrous ammonia. A 1988 Mitsubishi and a pinstriped Kenworth T950 formed the original fleet of three.

The newly formed company quickly achieved its goals through long hours and hard work. Early on, drivers were responsible for servicing and cleaning their trucks and on occasion could be seen sweeping out a 53 foot trailer as well. This type of determination and their commitment to customer service quickly captured the attention of other businesses as well. AET Transport expanded from three to eleven trucks in just over a year as their reputation continued to grow.

In 2004 a successful land deal allowed the company to establish operations at its current location in Laverton. In 2005, a 7500 square foot state-of-the-art warehouse facility was added to the existing site and within two years another 3200 square foot expansion completed the current warehouse as a distribution. AET Transport provides services in cross docking, temperature controlled storage and distribution of chemicals.

Their focus on teamwork continues to satisfy new customers with effective supply chain management that consistently delivers on time. AET Transport's team uses cutting edge logistics to track inbound and outbound shipments for over 100 reputable companies in Victoria and New South Wales.

AET Transport is now a medium sized business that operates a fleet of over 50 Prime Movers and Trailers ready to leave on a moments notice. AET Transport has rental and lease agreements with some of the largest trailer leasing and rental companies in Australia as well. With numerous trucks and trailers at their disposal they can pick up and deliver to Victoria, New South Wales, ACT, Queensland, South Australia and Western Australia. Their dry van and refrigerated service can accommodate the most demanding customer.

AET Transport takes pride in safety and compliance. Thoroughly trained employees certified in the transportation of dangerous goods, the handling of hazardous materials and a zero tolerance for drugs and alcohol are just some of the mandatory programs that create a safer workplace for everyone.

As a growing company in a thriving country, AET Transport shares Fred Bingles commitment to small city personal service and a quality work ethic as the key to their success.

TASK 1

You have recently been employed with AET Transport as the Customer Service Manager. Your role was created to address the gap between AET Transport's mission to provide quality customer service, and their actual un-organised / informal process for working with customers.

Your first task in this role is to develop and formalise AET's Customer Service Strategy. In undertaking this task, you are to:

- Provide a detailed written response outlining the process you would follow to undertake this task
- Develop a Customer Service Strategy that:
 - Incorporates internal customer requirements
 - Incorporates external customer requirements
 - Develops customer service standards that you would like to implement – including quality, time and cost standards
 - Includes procedures for implementation of each standard
 - Covers a process for handling complaints and grievances
 - Identifies the required resources and how you will procure them
 - Includes a roll-out and implementation process
 - Outlines both long term and short term plans for monitoring the achievement of customer service aims, and evaluates their effectiveness, along with obtaining customer feedback and any associated forms and documents required for this monitoring and feedback.

4-5 Pages

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You should provide a detailed response to this task, as your assessor will be checking to ensure it meets the company requirements, legislation, and is written to an acceptable industry level.

Finally, please take the liberty of adding any additional details into the company profile if required for your task

ASSESSMENT 1 –ASSESSOR CHECKLIST

This checklist is to be used when assessing the students in this task. This checklist is to be completed for each student.

Please complete below

Student Name:	
Student ID No:	

In the students report explaining how they would undertake this task, did the student discuss:	Satisfactory	Comments
Researching customer needs, issues and opinions	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Evaluating any current or ongoing customer service issues	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Researching past policies / procedures / methods	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Communicating with relevant stakeholders	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Written report sighted	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Does the students customer strategy:	Satisfactory	Comments
Include internal customers (communication between departments, communication channels, etc)	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Include external customer requirements (on-time delivery, prompt pick-up, courteous service, on-time / accurate billing, delivery of promises, etc	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Include customer service standards including: <ul style="list-style-type: none"> • Face-to-face • Telephone • Written correspondence • On-Line correspondence • Quality specifications • Time specifications 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No	
Include appropriate policies and procedures for identified standards that are easy to follow.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Include logical policies and procedures	<input type="checkbox"/> Yes <input type="checkbox"/> No	

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<p>Include a complaint / grievance policy that:</p> <ul style="list-style-type: none"> • Treats complaints seriously • Allows for dealing with the problem promptly • Identifies chain of command • Provides a realistic time frame • Ensures accurate records are kept • Ensures outcome is used for future preventative action 	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No	
Includes an implementation process with suitable and prompt dissemination of information	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Ensures the implementation process can be monitored for effectiveness	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Allows for staff training / mentoring / coaching	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Includes required resources and how they will be procured and used	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Includes effective short term process for monitoring and evaluation	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Includes effective long term process for monitoring and evaluation	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Includes strategies for obtaining customer feedback	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Written report sighted	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Customer Service Standards sighted	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Supporting Policies & Procedures sighted	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Supporting Paperwork sighted	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Comments

Result: Satisfactory | Not Satisfactory | Not Assessed

Student Declaration: I declare that I have been assessed in this unit, and I have been advised of my result. I also am aware of my appeal rights.	Name: _____ Signature: _____ Date: ____/____/____
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Assessor: I declare that I have conducted a fair, valid, reliable and flexible assessment with this student, and I have provided appropriate feedback	Name: _____ Signature: _____ Date: ____/____/____
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ASSESSMENT 1 – TASK 2

This information is to be handed to each student to outline the assessment requirements.

AET TRANSPORT PTY LTD CUSTOMER COMPLAINT

Whilst evaluating the quality of service provided by AET Transport, you notice a decline in return work from 3 of your major clients. You do not know why this is the case, and whilst the impact may be due to economic conditions, you go to investigate the reasons.

After contacting all 3 clients, it becomes obvious that the deliveries are not being made within the accepted timeframe required by the customer. The delivery time seems to vary between 1-2 days for the same load, going to the same destination. You notice that you use the same driver for these 3 companies.

In the form of a detailed written response, you are to:

- Outline the process you would follow to investigate the cause of the customer dissatisfaction
- Identify possible reasons the driver is not performing to the expected company level, and outline the actions you would take as a result (*please identify at least 5 different reasons*)
- Support your comments and provide the reasons for your recommendations

ASSESSMENT 1 TASK 2 – ASSESSOR CHECKLIST

This checklist is to be used when assessing the students in this task. This checklist is to be completed for each student.

Please complete below

Student Name:	
Student ID No:	

In responding to the scenario, did the student provide detailed comments on:	Satisfactory	Comments
Obtaining feedback from customers	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Contacting customers direct	<input type="checkbox"/> Yes <input type="checkbox"/> No	
5 possible reasons why the driver is not performing to company standards	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Positive and constructive methods to deal with the potential problem including mentoring, supervision, leadership and coaching	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Support their suggested actions through logical reasons	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Written report sighted	<input type="checkbox"/> Yes <input type="checkbox"/> No	

<p>Comments</p>

Result: Satisfactory | Not Satisfactory | Not Assessed

<p>Student Declaration: I declare that I have been assessed in this unit, and I have been advised of my result. I also am aware of my appeal rights.</p>	<p>Name: _____ Signature: _____ Date: ____/____/____</p>
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<p>Assessor: I declare that I have conducted a fair, valid, reliable and flexible assessment with this student, and I have provided appropriate feedback</p>	<p>Name: _____ Signature: _____ Date: ____/____/____</p>
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ASSESSMENT 2 – OBSERVATION

This information is to be handed to each student to outline the assessment requirements.

Following from Assessment 2, you are required to talk with both the customer and the driver to identify the actual reasons for the variations in customer service. You are to use your conflict resolution skills to gain an acceptable outcome for AET Transport (where possible)

Your assessor will role-play both the customer and the driver. Both role-plays will be undertaken separately.

It is suggested that you prepare for your discussions with both parties, and document the questions you will ask. Don't forget to try to predict their answers before you talk, so you have a chance to think of your responses.

ASSESSMENT 2 – ASSESSOR CHECKLIST

This checklist is to be used when assessing the students in this task. This checklist is to be completed for each student..

Please complete below

Student Name:	
Student ID No:	

Whilst undertaking the role-play, did the student	Customer	Driver	Comments
Communicate professionally	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Use appropriate terminology	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Advise reason for the conversation	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Ask open questions to gather required information	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Actively listen to other person	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Acknowledge complaint or issues	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Suggest a solution in-line with AET Transports policies	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Compromise where appropriate	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Make decisions to overcome problems	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Demonstrate techniques in solving the complaints and system problems that lead to poor customer service	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Gain support of other person	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Take suitable action to rectify issue	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Confirm action to be taken	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
All conversations professional, prepared and constructive	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Comments

Result: Satisfactory | Not Satisfactory | Not Assessed

<p>Student Declaration: I declare that I have been assessed in this unit, and I have been advised of my result. I also am aware of my appeal rights.</p>	<p>Name: _____ Signature: _____ Date: ___/___/___</p>
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<p>Assessor: I declare that I have conducted a fair, valid, reliable and flexible assessment with this student, and I have provided appropriate feedback</p>	<p>Name: _____ Signature: _____ Date: ___/___/___</p>
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ASSESSMENT 3 – WRITTEN ASSESSMENT

Student Name: _____

Student ID No: _____

Date: _____

Please refer to the instructions below regarding completing this assessment

Written Assessment

You are to answer all of the following questions. Make sure you:

- There are 32 questions. You must complete them all.
- Print clearly
- You have two (2) hours to complete all questions
- Use a pen. Assessments written in pencil will not be accepted.
- Ask your assessor to re-word the question if you do not understand. Whist your assessor cannot tell you the answer, he/she may be able to re-word the question for you
- Do not discuss answers with your classmates. If you are caught talking, you will be asked to leave and your assessment will not be marked.
- You may refer to the Learning and Activity Workbook to assist in answering questions
- Do not cheat or plagiarise the work of others. Anyone caught cheating will automatically be marked Not Yet Competent for this unit. There are NO EXCEPTIONS to this rule.

Questions	
1	In the space provided, you are to provide a step by step process on how to deal with complaints.

2	Why are customer complaints important?
3	What strategies could you implement to identify customers needs?

4	List 3 factors required to ensure customer feedback is effective.
5	List 6 different interactions made with customers in every business

6	List and explain 8 different factors for delivering superior service to customers

7	Why is following up with clients important? Explain your answer
8	What are the two dimensions of service?

9	Describe the five elements of quality service

10	Describe the following service culture components
Service mission	
Products and services	
Delivery system	
Training	
Motivators and Rewards	
Policies and Procedures	

11	List 8 words or phrases that damage customer relationships
12	Describe how you deal assertively with customers

13	Identify 6 different customer needs, and how you can address them.	
14	Describe the following behavioural styles, and how you would deal with them.	
Style	Definition	Strategies to assist dealing with each style
Dominance:		

Influencing:		
Steadiness:		
Compliance:		

15	Service breakdowns occur whenever any product or service fails to meet the customers' expectations. Describe the steps you would take to rectify a service breakdown.
16	What factors may reduce / restrict or prevent service recovery?

17	What information should you try to find out from your existing customers whilst researching their needs?
18	What information should try to find out from your potential customers whilst researching their needs?

19	List and explain 10 things you should know about your customer

20	Explain 3 different strategies you can use to obtain customer feedback

21	Describe the importance and impact of variable quality in products or services offered
22	What is the importance of sensitivity during conflict resolution? How does one achieve this?

23	What is the best outcome of a conflict? How is this achieved?
24	How do ethics effect your role managing Customer Service?

25	How do consumer protection laws affect your company?

26	Outline and describe what is meant by Anti-discrimination, and how it would affect your role as a customer service manager.

27	What are the National Privacy Principles?
28	List 3 points you should follow to ensure you comply with the National Privacy Principles.

29	In terms of privacy what is considered "Personal information"?
30	How do industry codes of practice effect your role managing customer service?
31	What are an employer's rights and responsibilities in terms of WHS?

32

What financial legislation may affect you whilst managing customer service

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<p>Student Declaration: I declare that the work submitted is my own, and has not been copied or plagiarised from any person or source.</p>	<p>Name: _____</p> <p>Signature: _____</p> <p>Date: ____/____/____</p>
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ASSESSOR USE ONLY

<i>Comments</i>			
Result (Please Circle)	Satisfactory	Not Satisfactory	Incomplete
<p>Assessor: I declare that I have conducted a fair, valid, reliable and flexible assessment with this student, and I have provided appropriate feedback</p>	<p>Name: _____</p> <p>Signature: _____</p> <p>Date: ____/____/____</p>		