

CONTENTS

THE AIM OF THIS LEARNER GUIDE	7
BSBCUS301 Deliver and monitor a service to customers	7
Foundation skills.....	9
SECTION 1: IDENTIFY CUSTOMER NEEDS	11
What is customer service?	11
YouBooks simulated environment	12
Legal requirements.....	13
Organisational requirements	18
Organisational policies and procedures.....	20
Customer needs	25
Customer expectations	27
Interpersonal skills	28
Assess urgency of needs.....	34
Limitations to service	36
Identify YouBooks customer needs and expectations	38
SECTION 2: DELIVER A SERVICE TO CUSTOMERS	40
Delivering customer service	40
Continuous improvement	40
Quality service delivery	42
Customer complaints	43
Who is the complaining customer?.....	44
Why do customers complain?.....	45
Dealing with complaints.....	46
Recording the complaint	48
Specific needs of customers.....	49
How do you identify the specific needs of a customer?	50
YouBooks customer service quick quiz	51
Look for opportunities to promote and enhance services.....	52
SECTION 3: MONITOR AND REPORT ON SERVICE DELIVERY	53
Are the customers satisfied?.....	53
Monitoring methods	53
Reports	55
YouBooks customer survey data analysis	56
Summary	57
GLOSSARY	59
ASSESSMENT	61