

Part B – Project: Responding to customer complaints and recommending improvements at BizOps Enterprises

Purpose

You will demonstrate your skills and knowledge by completing a scenario-based project.

Task overview and context

You receive an email from Nancy Toocket, Managing Director: Retail Operations.

Subject: Customer complaints

Hello,

As a customer service officer at BizOps Enterprises, you are required to respond to customer complaints in accordance with the policies and procedures and provide me with recommendations.

Today I received a complaint from a customer, which is provided below. Please analyse the information and respond to the complaint according to BizOps's requirements. You will also need to enter the information into the complaint register.

Many customers have made similar complaints by email and by telephone calls. Some of these customers had specific communication needs because of cultural, language and disability issues. I would like further information on this matter so that we can take steps to address the issues and put an end to these sorts of complaints. Please produce a document about the current situation and have it in my in-tray by the end of next week.

Refer to the 'Instructions to the candidate' section that follows for the tasks I require you to complete.

Regards,

Nancy Toocket

Managing Director: Retail Operations

Customer complaint

Attention customer service team,

I'm really angry. I ordered your widget-x online and wasn't informed I'd be charged an extra \$10 for postage and handling until I hit the final payment button. You guaranteed 3-day delivery time but I didn't receive the product until 7 days after the purchase date. When I finally did receive it, I went to use the widget-x, realised there were no instructions included and then it didn't work at all! Two of my friends also bought this product and had the same issues.

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Task overview and context

To make matters worse, I went to your website to find out how I could complain. Well, I spent about 30 minutes trying to find the information and the only option I had was to fill in an online form. Another 15 minutes of filling in all the details, I hit Submit and nothing! No 'thank you', no 'we'll get back to you in an hour, a day, a month'. Nothing! I don't know if you even got my complaint. Your phone line is always busy and I had a lot of trouble even finding this email address.

Tell me what I'm supposed to do with your product now. I don't think I even want it anymore but I've paid good money for it. I've got better things to do than spend hours on the computer but if I don't get a response immediately, I'm going to complain on every social media site I can find.

John Citizen

jcitz@email.com.au

Mob: 0491 570 156

Instructions to the candidate

You will need to access and read the following BizOps policies, procedures, forms and templates:

- Customer service policy
- Customer complaints procedures
- Email template
- Customer complaint form
- Customer complaint register

See the 'Resources required' section for how to access these documents.

Complete the following tasks.

1. Read the customer complaint that has been provided in the previous section. Using the BizOps email template, write an email response to sensitively and courteously handle this customer's complaint in accordance with organisational and legislative requirements.
2. Complete a customer complaint form. Where the form asks for complaint details:
 - Summarise in dot points the key information in the complaint to determine the customer service requirements.
 - List the customer's needs in order of priority for service delivery according to organisational and legislative requirements.
 - List the organisation's customer service policies and procedures that will help you deal with this complaint.

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Instructions to the candidate

Under 'Corrective action':

- Summarise the action taken according to Bizops's standards, policies and procedures.
 - Explain how you adjusted your personal communication style when responding to this customer.
 - Briefly explain how you used this opportunity to promote and enhance services and products to this customer.
3. Enter the information from the complaint into the customer complaint register.
 4. Produce a document about the complaints received recently that clearly identifies the key issues and recommends ways to improve the current customer service practices and outcomes. Use the following headings:
 - Key issues and problems that I have identified
 - How to gather and organise verifiable evidence to review customer satisfaction
 - Recommendations to improve current work practices, outcomes and service delivery
 - How to provide assistance or respond to customers with specific communication needs
 - How to monitor actions and progress against goals and implement adjustments as appropriate

The final documents you submit for assessment will be assessed using the project criteria provided.

All project criteria outlined must be covered satisfactorily for Part B to be completed satisfactorily.

You must complete the project unassisted by the assessor or other personnel, but may refer to reference material as needed.

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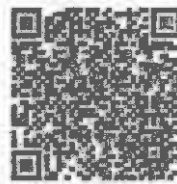
Resources required

The following materials are required for this project to be completed:

- Word processing software
- Computer/office equipment
- BizOps Enterprises policies, procedures, forms and templates (these documents can be accessed by the following web links):

customer-service-policy.pdf

<http://chilp.it/fdd6249>



PDF

customer-complaints-procedures.pdf

<http://chilp.it/56ea8c7>



PDF

email-template.docx

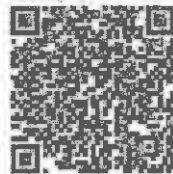
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customer-complaint-feedback-form.docx

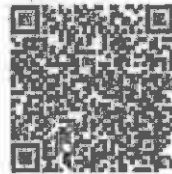
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customer-complaint-register.docx

<http://chilp.it/c53ff7f>



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To ensure your QR reader can open each QR code, ensure that no other code is visible to your QR reader; for example, you may need to cover other codes with paper.

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Assessment conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the customer service field of work and include access to:

- office equipment and technology
- workplace documents, organisational policies and procedures for customer service
- examples of customer complaints and feedback
- case studies and, where possible, real situations
- interaction with others.

Assessors must satisfy NVR/AQTF assessor requirements.

Reasonable adjustment

If you are unable to undertake the project assessment as designed, a further scenario/project may be used as an alternative approach if negotiated with your assessor.

Candidate to complete

Candidate name:

Project submitted: I have produced and provided the following:

- A response to a customer complaint
- A completed customer complaint form
- A completed customer complaint register
- A document containing information about recent complaints

Assessment declaration: I declare that no part of this project assessment has been completed from another person's work, except where clearly noted on documents or work submitted.

I declare that no part of this project assessment has been produced for me by another person. I understand that plagiarism is a serious offence that may lead to disciplinary action by my training organisation.

Candidate signature:

Date: