



BSBCMM301B
PROCESS CUSTOMER COMPLAINTS
LEARNER GUIDE

THE CUNNING FAMILY TRUST AND THE PEACHEY FAMILY TRUST TRADING AS SAFE WORK RESOURCES PTY LTD ABN 90 785 129 255
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REVIEW LOG

Version Number	Date Updated	Details of Updates
Version 4H Released August, 2013		

MODULE BASIS

This module is based on the unit of competency BSBCMM301B Process Customer Complaints:

Element 1 – Respond to complaints.

Element 2 – Refer complaints.

Element 3 – Exercise judgement to resolve customer service issues.

1.1 Process customer complaints using effective communication according to organisational procedures established under organisational policies, legislation or codes of practice.

1.2 Obtain, document and review reports relating to customer complaints.

1.3 Make decisions about customer complaints, taking into account applicable legislation, organisational policies and codes.

1.4 Negotiate resolution of the complaint and obtain agreement where possible.

1.5 Maintain a register of complaints/disputes.

1.6 Inform customer of the outcome of the investigation.

2.1 Identify complaints that require referral to other personnel or external bodies.

2.2 Make referrals to appropriate personnel for follow-up in accordance with individual level of responsibility.

2.3 Forward all documents and investigation reports.

2.4 Follow-up appropriate personnel to gain prompt decisions.

3.1 Identify implications of issues for customer and organisation.

3.2 Analyse, explain and negotiate appropriate options for resolution with customer.

3.3 Propose viable options in accordance with appropriate legislative requirements and enterprise policies.

3.4 Ensure matters for which a solution cannot be negotiated are referred to appropriate personnel.

1.1 INTRODUCTION



This training course is based on the national unit of competency **BSBCMM301B: Process Customer Complaints**.

This unit describes the performance outcomes, skills and knowledge required to handle formal and informal negative feedback and complaints from customers.

This unit applies to individuals who are skilled operators and apply a broad range of competencies in various customer service contexts.

Operators may exercise discretion and judgement using appropriate knowledge of products, customer service systems and organisational policies to provide technical advice and support to a team.

After completing this course participants will have a knowledge of:

- ▶ Responding to complaints.
- ▶ Referring complaints.
- ▶ Exercising judgement to resolve customer service issues.

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



1.2 PROCESS CUSTOMER COMPLAINTS

Regardless of your work environment, you will be required to deal with a range of customers. Your customers could include:

Regular customers.

New customers.

Customers with routine requests.

Customers with specific requests.

Internal or external customers.

People from a range of social, cultural or ethnic backgrounds.

People with varying physical and mental abilities.

People who may be unwell, drug affected or emotionally distressed.

Evaluation

1.2.1 CUSTOMERS WITH SPECIAL NEEDS

Some customers will have special needs that you have to consider. Special needs customers are still customers and should generally be treated like any other customer.

However, they may require a little more assistance and patience.

Some special needs of customers will not be obvious. Some disabilities cannot be readily seen.

Many people with special needs do not like them pointed out.



When you do identify the special need, take care that you do not draw attention to it. Treat them as a person, not as a condition.

If the customer is supported by a carer, make sure you speak to the customer and not the carer.

The following are some of the special needs customers you might encounter during the course of your work day:

- ▶ Older customers.
- ▶ Customers in wheelchairs.
- ▶ Customers with hearing impairments.
- ▶ Customers with sight impairments.
- ▶ Customers with intellectual disabilities.



1.2.1.1 OLDER CUSTOMERS

Don't think that just because they are older they won't be able to use technology or buy expensive goods.

Make sure you treat older customers with respect. Do not address them by first name unless they ask you to.

If you notice the customer is having difficulty reading, approach the customer and ask if they want assistance.



If the customer has trouble hearing, face them directly so they can see your mouth moving. You do not need to yell at them.

Remember that some older customers can have trouble with technology. Offer assistance and simplify the information you provide if possible.

1.2.1.2 CUSTOMERS IN WHEELCHAIRS

Ensure you talk to the customer in the wheelchair and not the person pushing them (if they are being assisted).

If possible, sit or squat so you are at eye level with the customer.

The customer may need assistance reaching products on higher shelves. Offer to assist but be respectful if the customer declines.



1.2.1.3 CUSTOMERS WITH HEARING IMPAIRMENTS



Always face the customer directly and speak clearly. Use short and simple sentences.

Don't shout at the customer, as this will make your voice distorted.

If you are having trouble communicating with the customer, use a notebook and write information down.

1.2.1.4 CUSTOMERS WITH SIGHT IMPAIRMENTS

Introduce yourself to the customer and offer to assist. If the customer agrees for you to assist, wait for them to put their arm on yours if they require it. Do not grab the customer.

If they have a guide dog remember that it is in work mode and refrain from patting or playing with it unless you have the customer's permission.



Describe products in detail for them as they can't see the items on the shelves.

Offer to guide them to the sales counter to purchase their products. Once you have processed their transaction, offer to guide the customer out of the store.

Always be respectful. If a customer declines your offer of assistance, allow them to proceed on their own.

1.2.1.5 CUSTOMERS WITH INTELLECTUAL DISABILITIES

These customers may require more patience than most. Speak normally to them. Do not shout. Keep your sentences short of simple but don't be patronising. Use questions to clarify the customer's information if needed. At all times be patient and genuine in your approach.



Evaluation

1.2.1.6 CUSTOMERS FROM DIVERSE BACKGROUNDS



You may have customers from diverse backgrounds. You need to be able to communicate with all of these people. Without clear communication you do not have understanding.

There are many barriers to communication that can create difficulties. These barriers can occur in many ways and may be verbal or non-verbal barriers.

Verbal barriers may include:

- ▶ Language.
- ▶ Vocabulary.
- ▶ Slang.
- ▶ Local sayings.

Even if two parties speak the same language, there can still be verbal communication barriers. Local slang or sayings may make communication difficult.



To avoid verbal communication barriers, you can:

- ▶ Speak slowly.
- ▶ Speak clearly.
- ▶ Use simple words.
- ▶ Use short sentences.
- ▶ Avoid using jargon.
- ▶ Avoid using local expressions.
- ▶ Ask questions.
- ▶ Paraphrase to check understanding.

Non-verbal communication barriers relate to:

- ▶ Facial expressions.
- ▶ Gestures.
- ▶ Personal space.
- ▶ Posture.
- ▶ Touching.



In different cultures, non-verbal communication cues we are used to may have different meanings. For example, in some cultures individuals signal “no” by nodding their head. Also, in some cultures, raising your thumb is a vulgar sign.

To avoid problems, watch your non-verbal communication cues. Be courteous and polite and stay aware that the person you are communicating with may have different meanings or social norms for communication.

Evaluation

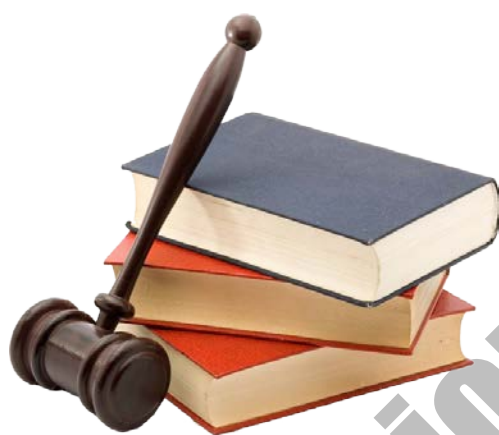
1.2.2 CUSTOMER'S RIGHTS AND RESPONSIBILITIES

Under legislation, customers have certain rights and responsibilities.

Your goods and services must meet certain standards. In some cases, when these standards are not met, your customers will be entitled to a full refund.



1.2.2.1 GUARANTEES



The law automatically provides customers with certain guarantees regarding the products or services they purchase.

Customers are guaranteed that the products they purchase:

- ▶ Are of an acceptable quality.
 - ▶ Match the description, sample or model they were shown.
 - ▶ Are fit for their intended purpose.
-
- ▶ Do not have any undisclosed money owing on them.
 - ▶ Have clear title unless otherwise stated.
 - ▶ Come with the right to an undisturbed possession.
 - ▶ Have spare parts and repairs available for a reasonable time after purchase.
 - ▶ Have expressed warranties honoured.





Customers also are guaranteed that services they purchase are:

- ▶ Completed within a reasonable time.
- ▶ Provided with care and skill.
- ▶ Fit for purpose.

1.2.2.2 SALES PRACTICES

Customers have a right to expect certain sales practices. These rights are protected by legislation.

Under legislation, customers have a right to expect:

- ▶ The sales price to match the advertised price.
- ▶ The full sales price to be advertised.
- ▶ To know the full price they will pay under a payment plan.



- ▶ Where prices fluctuate, such as for travel, pricing information displayed to be current at the time of advertising.
- ▶ Not to pay for unsolicited goods.
- ▶ Proof of purchase or receipt for goods or services purchased.
- ▶ Itemised bills for services.

To provide information about your organisation's sales practices, you will need to be familiar with the:

- ▶ Returns and refund policies.
- ▶ Service standards.
- ▶ Warranties and guarantees.
- ▶ Service support services.

It is important that you have a comprehensive understanding of your organisation's practices.



1.2.3 CUSTOMER COMPLAINTS

Not all customers will leave your business satisfied. Some customers will come to you with complaints that must be dealt with effectively and professionally.

There are many reasons that customers complain.

Reasons for customer complaints:
Their expectations weren't met.
The product didn't do what they thought it would.
They couldn't get service when they wanted it.
They were made to wait to be served.
They have a bad attitude or are angry about something unrelated.
They are not getting the help they are seeking to resolve the problem.
They don't understand the purpose of the product or service.
A mistake was made.
The product didn't arrive on time.
The product they received was not what they ordered.
The product was damaged.
The product arrived late.
They weren't properly informed.
A promise wasn't met.

1.2.4 LEGISLATION AND ORGANISATIONAL REQUIREMENTS

Whenever a complaint is received it will need to be processed and dealt with following the appropriate organisational procedures.

Your organisational procedures will have been established following organisational policies and the relevant legislation.

For this reason it is essential that you understand the following key aspects of legislation and organisational policies and procedures that apply to your workplace.



1.2.4.1 ANTI-DISCRIMINATION LEGISLATION

Laws about anti-discrimination are made at both the Commonwealth and State or Territory levels. These laws provide a range of grounds for a customer to lodge a complaint if they feel they have been discriminated against on the basis of:

- Age.
- Race.
- Sex.
- Disability.