BSB40215 - Certificate IV in Business
Study Support materials for
BSBCUS402 - ADDRESS CUSTOMER NEEDS

STUDENT HANDOUT

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1 Assist customer to articulate needs	1.1 Ensure customer needs are fully explored, understood and agreed(A1) (OC) 1.2 Explain and match available services and products to customer needs(A2) (OC) 1.3 Identify and communicate rights and responsibilities of customers to the customer as appropriate(A3)(OC)
2 Satisfy complex customer needs	2.1 Explain possibilities for meeting customer needs (A4)(OC) 2.2 Assist customers to evaluate service and/or product options to satisfy their needs (A5) (OC) 2.3 Determine and prioritise preferred actions(A6) 2.4 Identify potential areas of difficulty in customer service delivery and take appropriate actions in a positive manner(A7)(OC)
3 Manage networks to ensure customer needs are addressed	3.1 Establish effective regular communication with customers (B1)(OC) 3.2 Establish, maintain and expand relevant networks to ensure appropriate referral of customers to products and services from within and outside the organisation (B2) (OC) 3.3 Ensure procedures are in place to ensure that decisions about targeting of customer services are based on up-to-date information about the customer and the products and services available (B3,B4) 3.4 Ensure procedures are put in place to ensure that referrals are based on the matching of the assessment of customer needs and availability of products and services (B5) 3.5 Maintain records of customer interaction in accordance with organisational procedures (B6, OC4)

Application

This unit describes the skills and knowledge required to manage an ongoing relationship with a customer over a period of time. This includes helping customers articulate their needs and managing networks to ensure customer needs are addressed.

It applies to individuals who are expected to have detailed product knowledge in order to recommend customised solutions. In this role, individuals would be expected to apply organisational procedures and be aware of, and apply as appropriate, broader factors involving ethics, industry practice and relevant government policies and regulations.

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

PART A: ASSIST CUSTOMER TO ARTICULATE NEEDS

Successful businesses make profits by understanding their customers and identifying their needs. Good customer research helps you choose products, tailor your marketing, and develop sales tactics for the people in your market based on reliable, accurate information.

Customer research should be part of your overall market research and should be conducted regularly. While your market research looks broadly at your customers, competition and industry to identify who you will market to, customer research provides more in-depth information on the needs, wants, expectations and behaviours of your customers.

By identifying information about your consumers such as where they work, what they read and where they look at advertising, you can improve the strategies you use to attract them. It is also important to understand their purchasing behaviour and attitudes with regards to brands and products. Testing new product or marketing concepts with potential customers is also a good way to prepare for a launch to see if your work has potential to translate to success.

Identifying your customers' needs and preferences allows you to tailor the strategies and tactics you use in your marketing plan. This will help you to:

- attract more customers
- set the best price for your products
- create the right marketing message
- increase how much your customers spend
- increase how often your customers spend
- increase your sales

- decrease your costs
- refine your approach to customer service.

https://www.business.qld.gov.au/business/starting/market-customer-research/researching-customers

Customers can research their legal rights and responsibilities at:

http://www.australia.gov.au/information-and-services/business-and-industry/consumer-rights

Managing networks to ensure customer needs are met is vital to the ongoing success of a business

PART B: <u>SATISFY COMPLEX CUSTOMER NEEDS</u>

The modern way: 5 ways to truly satisfy your customers

Today's customers are used to getting what they want, and getting it quickly. They have a multitude of new communication channels at their disposal, including email, instant chat, social media and even video calls. This has led to customers becoming more self-reliant when dealing with businesses, with many minor issues dealt with using self-service channels before having to speak to a live agent.

Recent research from the Call Centre Management Association (CCMA) found that as a result of this change in customer behaviour, contact centres are increasingly becoming the last resort, with customers using phone calls to deal with complex issues and severe complaints.

Frequently, teams are unprepared and ill equipped for these more complicated matters and customer satisfaction falls.

So how do you ensure that your contact centre adapts to meet the changing needs of the customer and that best practice is being observed?

The following tips will ensure that your contact centre keeps customer satisfaction high.

1. Employ great communicators

There will always be times when a customer will want to talk to an advisor, regardless of how intelligent your systems are. As customer queries become more complex, agents need to be better trained and more highly skilled. After all, the agent's skills, passion and determination are the key factors driving customer satisfaction.

Enter the 'super agent'. Contact centres can no longer reply on call handlers – they need expert problem solvers and great communicators. With a cloud hosted contact centre it's never been easier to add remote workers, allowing you to expand the talent pool you can draw from.

According to a recent survey, the most important skills for agents to have are communication skills, followed closely by analytical skills and product expertise. With skilled communicators as agents, supported by the right training and using the right technology, it's entirely possible to subvert the downward trend in customer satisfaction that the CCMA has identified and deliver 'wow factor' customer experiences.

2. Direct your calls properly

Don't waste time passing your customers around multiple agents who can't help them – all this achieves is frazzled agents and disappointed customers. Your contact centre platform should support intelligent data-directed routing that allows you to automatically send calls to the best possible agent, such as the one your customer has previously spoken to. The ability to route customers to the right agent from the beginning – avoiding complicated IVR systems or transferring them between uninformed frontline staff – really sets leading contact centres apart.

3. Encourage human interaction

Inflexible call scripts are a big issue when customer queries are complex. By using dynamic, integrated customisable scripting you can ensure that your agents have the appropriate response for any customer interaction as well as access to the customer record with full cross-channel interaction history. A dynamic script should provide agents with simple step-by-step guides for straightforward enquiries, but also provide 'branching' scripts where necessary, offering a range of options for agents as they take customers through more complex enquiries. Remember though, you are offering guiding principles and prompts rather than entire scripts – no one wants their agent to sound robotic.

4. Maximise your self-service

Customers are increasingly welcoming self-service options, but self-service in the form of frustrating IVR systems can result in a poor customer experience and a decline in customer satisfaction. Self-service channels should allow customers to quickly resolve minor issues without needing to queue to speak to agents.

Ensure you frequently review and improve self-service options to identify the sticking points around repetitive issues. The solutions to those issues can then be included in an FAQ on your website or even an instructional video. You can also improve customer satisfaction by playing personalised messages in call queues, such as a customer's predicted delivery time. However, you must make sure that customers are given the option of whether to use your self-service system – always provide them with a choice to speak to an agent if they wish to.

5. Analyse your systems and performance

You're unlikely to get elements like intelligent routing, dynamic call scripts or self service in call queues right first time, every time, which is why it's important to monitor these channels to continually improve. Using waypoint reporting you can tag points in your contact flow or call scripts to see where potential sticking points are occurring in real-time. This shines a light on the points in your operation that could be damaging customer experience, for example if customers are getting stuck with a certain self service option, or whether a certain message in a script is resulting in a higher customer satisfaction or resolution rates.

PART C: MANAGE NETWORKS TO ENSURE CUSTOMER NEEDS ARE IDENTIFIED

Manage Networks to Ensure Customer Needs Are Addressed: Suggestions to manage networks are

Use Account Management:
Consider appointing key account managers for important clients
Remember that it is easier and more cost effective to retain existing customers than it is to sell to new ones.
A key account manager could provide a more personal service to your most valued customers.
Benchmarking:
Benchmark your service against that of your competitors
Ask your customers who they consider your competitors to be - this can provide some surprising insights into your market position.
Find out how your performance compares with your competitors. What do you do better - and worse? You can then take action to exploit your strengths and minimise your weaknesses.
Regular visits:
Make regular face-to-face contact with your customers if this is cost-effective
By visiting your customers you can better appreciate how their business works, and they will feel that they are a priority customer because you have made the effort to come out and visit them.
Getting to know your customers on a more personal footing will help to develop a loyal and trusting relationship.
Customers expect a high level of service. Regardless of the quality of the product or service you provide, they will not stay loyal to you on a long-term basis unless you treat them properly before, during and after a sale.
You need to consider how you manage and communicate with your customers, how effectively you respond to their demands and how you gather and act on their feedback.
Identify key performance indicators (KPIs):
These can be anything from the number of complaints you get and how many faulty goods are returned, to order-fulfilment times and how regularly you contact each customer.
Use a range of means to find out more about customers:
If your customer produces a newsletter or other marketing communication tool, ask to be sent regular copies so that you are aware of changes to their business, potential threats and new opportunities

Assess and monitor your delivery capabilities

Assess your delivery reliability in fulfilling customers' needs.

Make sure your delivery system ensures that the customer receives exactly what they are expecting, when they are expecting it. Late deliveries, incorrect deliveries or damaged goods only cost you money and seriously damage customer relationships.

Comply with your legal obligations to keep customers informed:

You are legally obliged to provide customers with certain information about their order including a description of the goods or service, price, cancellation rights and delivery information. You must also make it clear who you are by providing your business name and location, address of your registered office and contact details.

Monitor KPIs regularly and make changes if necessary

Make sure you use the information you gather to improve your customer service. For example, if your level of on-time deliveries fall, you need to identify why and take steps to address the problem.

Communicate relevant information across your business

Put internal processes in place, such as appropriate contact-management systems to communicate relevant information on customer contact.

If a customer complains, make sure that the relevant people know. If the complaint is about product quality, ensure the person responsible for manufacture is informed and that action is taken to avoid a recurrence.

Develop an effective database:

A good database or customer-relationship-management system (CRM) can help you to record, plan and manage contact with your customers. It allows you to store and use information you learn from customers, whether this is in person, on the phone, by email or over the Internet.

Managing your customers needs

Communicate with customers

Keep customers involved and satisfied at all times.

Regular interaction with your customers will help build trust and loyalty. If your customers believe that you are communicating with them openly and honestly, they will feel their relationship with you is one of mutual trust.

Standards of service are constantly improving, so keeping customers satisfied is a continuous process.

Ensure your whole business is focused on meeting customers' needs.

https://prezi.com/wto8twqmxz0i/manage-networks-to-ensure-customer-needs-are-addressed/