Pre-Assessment Checklist: Task 2 – Project

|  |
| --- |
| **The purpose of this checklist** |
| The pre-assessment checklist helps students determine if they are ready for assessment. The trainer/assessor must review the checklist with the student before the student attempts the assessment task. If any items of the checklist are incomplete or not clear to the student, the trainer/assessor must provide relevant information to the student to ensure they understand the requirements of the assessment task. The student must ensure they are ready for the assessment task before undertaking it. |
| **Section 1: Information for Students** |
| Make sure you have completed the necessary prior learning before attempting this assessment.  Make sure your trainer/assessor clearly explained the assessment process and tasks to be completed.  Make sure you understand what evidence is required to be collected and how.  Make sure you know your rights and the Complaints and Appeal process.  Make sure you discuss any special needs or reasonable adjustments to be considered during the assessment (refer to the Reasonable Adjustments Strategy Matrix and negotiate these with your trainer/assessor).  Make sure that you have access to a computer and the internet (if you prefer to type the answers).  Make sure that you have all the required resources needed to complete this Assessment Task (AT).  The due date of this assessment task is in accordance with your timetable.  In exceptional (compelling and compassionate) circumstances, an extension to submit an assessment can be granted by the trainer/assessor. Evidence of the compelling and compassionate circumstances must be provided together with your request for an extension to submit your assessment work.  The request for an extension to submit your assessment work must be made before the due date. |
| **Section 2: Reasonable adjustments** |
| I confirm that I have reviewed the **Reasonable Adjustments guidelines and criteria** as provided in Appendix A and attached relevant evidence as required and select the correct checkbox.  I do require reasonable adjustment  I do not require reasonable adjustment |
| **Declaration (Student to complete)**  I confirm that the purpose and procedures of this assessment task has been clearly explained to me.  I confirm that I have been consulted about any special needs I might have in relation to the assessment process.  I confirm that the criteria used for this assessment has been discussed with me, as have the consequences and possible outcomes of this assessment.  I confirm I have accessed and understand the assessment information as provided in the Training Organisation’s Student Handbook.  I confirm I have been given fair notice of the date, time, venue and/or other arrangements for this assessment.  I confirm that I am ready for assessment.  **Student Name: Sapran Lama\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Student Signature: Sapran Lama \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

Assessment method-based instructions and guidelines: Project Task

|  |
| --- |
| **Assessment type** |
| * Skills Test- Manage organisational customer service |
| **Instructions provided to the student:**  Please refer to the Student Assessment Information Pack for full details on instructions and the pre-assessment checklist that you should check before attempting any assessment task. |
| Assessment task description: |
| * This is the second (2) assessment task you must successfully complete to be deemed competent in this unit of competency. * This assessment task is a Skills Test. * This assessment task consists of Four (4) practical demonstration activities.   + - Activity 1: Establish customer requirements     - Activity 2: Identify and procure resources required to address customer service requirements     - Activity 3: Deliver quality products and services     - Activity 4: Evaluate customer service * You will receive your feedback within one (1) week, and you will be notified by your trainer/assessor when your results are available. * You must attempt all activities of the project for your trainer/assessor to assess your competence in this assessment task. |
| Applicable conditions: |
| * This skill test is untimed and is conducted as an open book assessment (this means you are able to refer to your textbook or other learner materials during the test). * You will be assessed independently on this assessment task. * No marks or grades are allocated for this assessment task. The outcome of the task will be Satisfactory or Not Satisfactory. * As you complete this assessment task, you are predominately demonstrating your skills, techniques and knowledge to your trainer/assessor. * Your trainer/assessor may ask you relevant questions during this assessment task |
| Resubmissions and reattempts: |
| * Where a student’s answers are deemed not satisfactory after the first attempt, a resubmission attempt will be allowed. * The student may speak to their trainer/assessor if they have any difficulty in completing this task and require reasonable adjustments. * For more information, please refer to the Training Organisation’s Student Handbook. |
| Location: |
| * This assessment task may be completed in:   a classroom  learning management system (i.e. Moodle),  workplace,  or an independent learning environment.   * Your Trainer/Assessor will provide you with further information regarding the location for completing this assessment task. |
| Purpose of the assessment |
| The purpose of this assessment task is to assess the student’s knowledge and skills essential to manage organisational customer service in a range of contexts and industry settings.   * Skills to consult with customers to determine their customer service needs. * Skills to incorporate customer feedback into the organisation’s business plan. * Skills to determine and acquire the resources needed to meet the needs of customers. * Skills to deliver products and services according to customer specifications and within the organisation’s business plan parameters. * Skills to monitor team performance and compare it to the organisation’s quality and delivery standards * Skills to assist colleagues in overcoming obstacles to meeting customer service standards. * Skills to create and implement strategies for tracking progress toward product and service targets and standards. * Skills to create and implement strategies for obtaining customer feedback on product and service provision. * Skills to adapt customer product and service delivery in consultation with relevant individuals and groups * Skills to maintain records, reports, and recommendations within the framework of the organisation’s systems and processes. |

|  |
| --- |
| Task instructions |
| * The purpose of this assessment task is to assess the students’ knowledge and skills essential to conduct marketing audits with reference to an organisation’s marketing plan. * The student will take on the role of the Marketing Manager. * The trainer/assessor will take on the role of Operations Manager. * The trainer/assessor will further assign the role of team members given in the case study to the staff members. * The student will have the responsibility to manage the staff members. * The student must use the templates provided to document their responses. * The student must follow the word limits specified in the templates. * The trainer/assessor must assess the student using the performance checklist provided. |

Assessment Task 2 – Project

Project:

This assessment task requires you to develop and review a strategy for delivering and monitoring quality customer service for Widgetbox.

This includes:

* Implementing policies and procedures to ensure quality customer service
* Determining and resolve system issues related to poor customer service
* Assisting teams in meeting customer service standards
* Creating, acquiring, and deploying human and physical resources to support quality customer service delivery

To do so, the student will be required to complete the following activities:

* Activity 1: Establish customer requirements
* Activity 2: Identify and procure resources required to address customer service requirements
* Activity 3: Deliver quality products and services
* Activity 4: Evaluate customer service

**Workplace/simulated workplace requirements**

This assessment task will be completed at your training organisation. The training organisation must meet the following requirements:

*Requirements: s*

The simulated workplace environment consists of:

* Your training organisation as your workplace
* Standard operating/workplace procedures.
* Your trainer/assessor to provide you with assistance throughout the assessment activity.
* Workplace equipment and materials:
  + Computers and internet
  + Workstation
  + Printer
  + MS PowerPoint
* Legislation, regulations, standards and codes
  + Australian Consumer Law (ACL) (<https://www.accc.gov.au/accc-book/printer-friendly/29527>)
  + <https://www.legislation.gov.au/Details/C2019C00242>
  + Privacy Act (<https://www.legislation.gov.au/Details/C2021C00242>)
  + Spam Act (<https://www.legislation.gov.au/Details/C2016C00614>)
  + Legal obligations when marketing (<https://business.gov.au/marketing/business-marketing#legal-obligations-when-marketing>)

The simulated workplace environment must meet the following criteria:

|  |  |
| --- | --- |
| **Are there opportunities for students to:** | **Yes/No/NA** |
| Follow standard operating/workplace procedures | Yes |
| Use up-to-date software and equipment | Yes |
| Work within stated timelines to meet deadlines | Yes |
| Gain experience in the challenges and complexities of dealing with multiple tasks | Yes |
| Experience prioritising competing tasks and dealing with contingencies | Yes |
| Workplace environment to work with others in a team | Yes |
| Safety processes relevant to the area of work | Yes |
| Equipment, materials and business software packages specified in the simulated workplace requirements | Yes |
| Workplace environment sufficient to work independently and manage workload | Yes |

**Case study**

**Introduction**

Widgetbox is the largest producer of widgets in Australia. Established in 1975, it offers a set of tools for widget developers, and its widgets are used as components in different types of machinery, from domestic appliances to industrial equipment. Steve Smith established the company. His son and granddaughter are currently running the company and collectively form the board of directors. Recently the granddaughter has been allocated the post of managing director Widgetbox.

There is only one location from where the Widgetbox operates. The location has a warehouse for storing the raw materials used to make the widgets, machines shop the raw materials used to make the widgets and dispatch areas next to the warehouse.

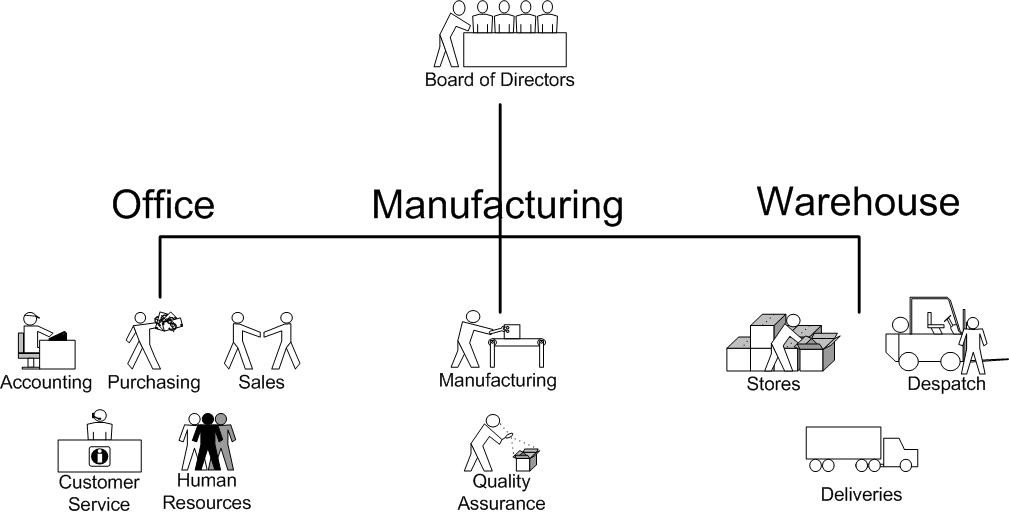
The office block houses the following operational departments:

* Purchasing.
* Research and development (often abbreviated to R&D)
* Production.
* Sales
* Human Resource Management.
* Accounting and Finance.
* A recently established customer services team.

Supply chain at Widgetbox:

* Widgetbox have both internal and external customers. Their external customers’ number is over 1,000.
* Internally, the reception yard receives the raw materials from external suppliers. The staff members in the yard are the supplier’s customers.
* The raw material is stored and kept in good condition until the production workshop staff asks for delivery.
* At this point, the storemen are suppliers, and the workshop staff members are the customers.

Consider Widgetbox’ organisational chart as follow.



Widgetbox Organisational Chart

The following is an excerpt from the Widgetbox business plan.

**Widgetbox business plan excerpt**

*Vision statement*

To keep every Australian business running smoothly using safe, quality widgets.

*Mission statement*

* Innovate new ways of manufacturing and testing widgets
* Deliver consistently high-quality customer service internally and externally
* Keep Australian businesses buying Australian widgets through quality products and second-to-none customer service
* Have the best safety record of any widget company.

Widgetbox:

* Employs 55 staff members.
* Net tax profit of $1,890,000
* Financial turnover of $14,790,320

The business has a diverse customer base. Two of the major customers are as follow:

* West Mine Co
* Australian Mines

It has an important customer in a local mining equipment manufacturer called West Mine Co. This customer accounts for approximately 38% of total widget sales. The other 62% sales are from widget sales to medium and small businesses.

They made an agreement with each other in 1979. In their agreement, there were certain widget specifications and customer service requirements, which they have maintained as their product specifications ever since. The customers have provided you with the following specifications.

|  |
| --- |
| Widget product and customer service specifications |
| Widgets must be safe for use:   * able to take a load force of 24 kilonewtons (kN) * every widget must be tested to half its rated strength (12 kN) * 1% of every batch must be tested until they damage to guarantee that they can take a load force in excess of 24 kN * Any widget, or quantity of widgets, that are accidentally dropped must be disposed of. * Dimensions: 5mm, 6mm, 7mm, 8mm. * Tolerance rate +/-10%. * Cost: Base rate= $100 for 5mm, with increase of 15% cost for each 1mm increase in size.   At least 95% of widget deliveries must be on time (delivered 3–7 business days after the order date)  According to the Widgetbox complaints policy and procedure, complaints or queries from West Mine Co. to Widgetbox must be resolved. |

**Organisational policies and procedures relating to customer service**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Complaints service policy and procedure**   |  |  | | --- | --- | | Purpose | The purpose of this policy is to provide excellent customer service to its customers. | | Scope | The scope of this policy covers customer service guidelines for its employees. | | Resources | Specific procedures for the implementation of this policy are available below and on the company intranet. | | Responsibility | Responsibility for implementing this policy rests with employees and management of the company with responsibility for managing customer complaints. | | Relevant legislation etc. | * Privacy Act 1988 (Cwlth) * Equal Opportunity Act 2010 (Vic) * Competition and Consumer Act 2010 (Cwlth) |   **Policy**  Creative Digitex is committed to:   1. Use good manners and be polite in all interactions. 2. Adhere to the agreed timeframes and follow up on all queries. 3. Be objective and demonstrate integrity. 4. Respect the privacy and confidentiality of customer interaction. 5. Ensure consistency and easy access to information.   **General principles**   1. Be respectful, courteous, patient and attentive when responding to customer enquiries. 2. Demonstrate listening skills to gather information from the customers and determine the nature of customer requests. 3. Respond to customer enquiries promptly. 4. When dealing with customers, act with honesty and integrity. 5. If you’re unavailable or out of the office, respond to email messages as soon as possible when you get back. 6. Provide accurate, clear, concise, reliable, and plain-language advice and other information to the customer. 7. When giving advice and other information to customers, be sensitive to any language or other communication difficulties they may be having.   **Procedures for answering phone calls:**   1. Answer all telephone calls on or before the third ring. 2. Greet the client with “Good morning/afternoon/evening, this is (Name). How can I help you? 3. Clarify the purpose of the phone call before putting the client on hold to ensure it is not an emergency situation. 4. Avoid using the word “problem” when discussing the reason for the call, instead use terminology such as: “how can we help you Mr. Jones” or “what is fluffy coming to see us about today” or similar. 5. Record: Take notes and ensure that all details are obtained correctly and are noted on the computer. If the person is not a current client, ensure all information regarding the client details is confirmed. If the person is a current client, ensure all details are correct and up-to-date. (you may wish to list details required here for your specific needs) 6. Converse with the client accordingly. Always sound confident and professional. If the question needs a piece of senior advice, politely ask the person to hold it whilst you source the answer, or the manager takes the phone call.   Telephone calls placed on hold:   1. Ask the client if they mind their telephone call being placed on hold before performing the task. When returning to the call, re-state your name, thank the client for their patience. 2. Do not leave the client on hold for more than 30 seconds. If this is unavoidable, intermittently check with the client to make sure they are happy to remain on hold or request another staff member to take the call. On returning to the phone call, thank them for waiting. 3. Follow up on all messages that you take. It is your responsibility to ensure the relevant person receives the message and follows it through. 4. Follow up on all client enquiries promptly. If you nominate a specific timeframe for returning calls or performing follow-ups, ensure these are maintained. If you are unable to achieve an outcome in the nominated timeframe, advise the client and reschedule the timeframe.   Responsibility:  It is the responsibility of all staff of the (practice Name) to answer telephone calls efficiently and politely imparting accurate information. |

*Ethical considerations*

|  |  |
| --- | --- |
| **Ethical Requirements** | **Explanation** |
| Advocacy | Only objective and neutral information should be included in the copy. |
| Decent content | The content is designed to sell a skincare product that people are more likely to use. |
| Subliminal promotion | There should be no hidden signals in the copy that cause people to consume things irrationally. |
| Appropriate language | Insulting and abusive language that makes people feel resentful or embarrassed should not be used in the copy. |
| Honesty | When describing the benefits, the copy should be accurate and truthful. |

*Legislative requirements*

|  |  |
| --- | --- |
| **Legislations/standards** | **Key provisions** |
| - Age discrimination act 2004  - Disability discrimination Act 1992  - Racial discrimination act 1975  - Sex discrimination act 1984  - Australian Human Rights Commission Act 1986 | Age, disability, race, colour, nation, descent, ethnic origin, immigration status, religion, beliefs, cultural background, gender, sexual orientation, intersex status, marital or relationship status should not be included in a content writer’s copy. |
| Copyright Act 1988 | Text, artistic work, databases, journals, music, computer programs, media broadcasts, and other types of creative works may be referred to as assets in a copy. |
| Broadcasting Services Act 1992 | The following are some of the key objectives of this Act:   * Protecting children from improper online content; * Broadcasting content that is detrimental to children through any media channel. |

**Existing resources to support quality customer service delivery.**

The organisation has the following existing resources to support quality customer service delivery.

* Five (5) customer service staff members.
* Computers
* Customer service policies and procedures
* Call centre software

**Simulated workplace scenario**

The business continued to be the market leader as there was very little competition. But during the last two (2) years, the sales have begun to slump. After analysing the root cause of the problem, it was identified that the slump in sales was due to the complacent approach of the organisation in managing customer relations.

The organisation has appointed a new customer service manager (You) to manage the business process and improve the quality of services.

Management wants you to develop and review strategies for delivering and monitoring quality customer service. This includes:

* Implementing quality customer service policies and procedures
* Identifying and resolving system problems relating to poor customer service
* Assisting teams in meeting customer service requirements
* Developing, procuring and using human and physical resources to support quality customer service delivery.

**Your role and responsibilities**

You are appointed as a customer service manager to manage the business process and improve the quality of services. As part of your job role, you are required to:

* Consult with customers to determine their customer service needs.
* Incorporate customer feedback into the organisation’s business plan.
* Determine and acquire the resources needed to meet the needs of customers.
* Deliver products and services according to customer specifications and within the organisation’s business plan parameters.
* Monitor team performance and compare it to the organisation’s quality and delivery standards.
* Assist colleagues in overcoming obstacles to meeting customer service standards.
* Create and implement strategies for tracking progress toward product and service targets and standards.
* Create and implement strategies for obtaining customer feedback on product and service provision.
* Adapt customer product and service delivery in consultation with relevant individuals and groups
* Maintain records, reports, and recommendations within the framework of the organisation’s systems and processes.

**Project:**

This assessment task requires you to develop and review a strategy for delivering and monitoring quality customer service for Widgetbox.

This includes:

* Implementing policies and procedures to ensure quality customer service
* Determining and resolve system issues related to poor customer service
* Assisting teams in meeting customer service standards
* Creating, acquiring, and deploying human and physical resources to support quality customer service delivery

To do so, the student will be required to complete the following activities:

* Activity 1: Establish customer requirements
* Activity 2: Identify and procure resources required to address customer service requirements
* Activity 3: Deliver quality products and services
* Activity 4: Evaluate customer service

**Note:**

* The trainer/assessor will take on multiple roles based on the task requirements.
* The trainer/assessor will allocate the role of the customer service roles to the staff members. The details on the customer service roles are defined in the Activities.
* The trainer/assessor will allocate the role of the following customers to the staff members.
  + West Mine Co
  + Australian Mines
* Each student will be assessed individually for all assessment activities.

**Roles and responsibilities:** **Supervisor:** The Supervisor will:

* Assist you in understanding the task requirements
* Provide you information about job roles and responsibilities
* Supervise you completing the assessment task and requirements

**Timeframe to complete the project:**

Two weeks (You have two weeks to complete the project)

**Task requirements**

* You will be assessed on working in a team environment and meeting your job role and responsibilities.
* You must follow the instructions provided by the trainer/assessor.
* The task must be completed in the specified timeframe.

Your trainer/assessor will supervise and observe you completing the above activities.

**Activity 1: Establish customer requirements**

This activity requires you to establish customer requirements in consultation with the following two (2) customers and incorporate their feedback into the customer service requirements.

* West Mine Co
* Australian Mines

To do so, you are required to:

* Follow the steps given below.
* Complete the template/s associated with each step.
* Submit the completed templates to the trainer/assessor.

Trainer/assessor instructions:

* The trainer/assessor will allocate the role of the following customers to the staff members.
  + West Mine Co
  + Australian Mines
* The trainer/assessor must observe the student participating in discussions with the customers.
* The trainer/assessor must assess the student based on the performance checklist provided.

**Step 1:** Consult with the following two (2) customers to determine their customer service needs.

* West Mine Co
* Australian Mines

Follow the guidelines provided to determine their customer service needs.

* Discuss and gather feedback on the following requirements with the customer:
  + Customer service requirements
  + Product and service requirements
* Implement quality customer service policies and procedures given in the case study.
* Document the customer service and product and service requirements gathered using Template 1.

|  |
| --- |
|  |
|  |

**Step 2****:** Integrate customer feedback into the organisation’s business plan.

* Analyse the business plan given in the case study.
* Determine the feedback received from the customers in Step 1.
* Integrate customer feedback received into the organisation’s business plan in the case study using Template 2.

**Template 1: Customer service and product and service requirements**

|  |
| --- |
| **Customer service and product and service requirements (200-300 words)** |
| *Customer 1: West Mine Co*  *Customer service requirements*  *While consulting with West Mine Co, they emphasized the importance of responsible and accessible customer service. They require service-related queries to be answered promptly, and on the unavoidable circumstances when the client has to be put on hold for more than 30 seconds, query the client if they are comfortable being put on hold for a longer duration of time. Likewise, West Mine Co requires the customer service to be respectful, patient, and courteous at all times and answer them in a clear, concise and plain-language, as their success depends on meeting the needs of the customer.*  *Product and service requirements*  *One main requirement of West Mine Co for service and product requirements is that Widgetbox consistently innovates new ways of manufacturing and testing widgets. Likewise, every widget must be tested to half its rated strength, and after testing, 95% of the widgets must be delivered on time i.e. 3-7 business days after the order date. And on the case that any widget or batch is dropped accidentally, the said widget or batch must be disposed of immediately. Similarly, any complaints or queries from West Mine Co must be handled promptly as per the policy.*  *Customer 2: Australian Mines*  *Customer service requirements*  *The requirements of Australian Mines for Widgetbox are similar to the general principles outlined on the policy. The telephone should be answered swiftly on or before the third ring, and any inquires of the customer must be responded swiftly in a clear and concise manner. The customer service is required to be polite, professional and honest. Likewise, only put the customer on hold if consulting that it is not an emergency situation. Additionally, record and take notes to ensure that all the details and information are correctly stored on the computer.*  *Product and service requirements*  *Australian Mines require the widgets to be high-quality and safe. They should be able to withstand a load force o 24kN and should be tested to half its rated strength before proceeding to delivery. The delivery must be done within 3-7 days after the order date. Likewise, the costs must have an increase of 15% for each 1mm increase in size. And any inquires must be handled promptly.* |

**Template 2: Updated Business plan**

|  |
| --- |
| **Updated Business plan (400-500 ) words** |
| *Vision statement*  *The vision of Widgetbox is to keep every Australian business running smoothly using safe, high-quality widgets. We aim to become Australia’s most trusted and innovative widget manufacture by providing rigorously tested widgets and second-to-none customer service.*  *Mission statement*  *Our mission is to consistently innovate new ways of manufacturing and testing widgets for quality assurance. We strive to build long-term relationship with clients by ensuring responsiveness, transparency and continuous improvement. Likewise, we aim to consistently keep best safety record across all widget companies.*  *Objectives*   * *Continuously and consistently improve manufacturing process through efficiency and innovation.* * *Maintain a high on-time delivery rate.* * *Ensure that the widgets are 100% safe through rigorous testing and quality control.* * *Maintain a strong and responsive communication with all clients, ensuring politeness, honesty and clarity throughout the process.* * *Resolving customer complaints and inquires within 2 business days.* * *Expand the customer base by 10% annually through consistent performance and quality assurance.*   *Product and customer service specifications*   * *All the widgets must be tested half its load weight and should withstand a load force of 24kN. Likewise, 1% of each batch should be tested to destruction for quality assurance.* * *Consistently deliver 95% of the products on time by 3-7 business days.* * *Reduce customer complaint response time to under 24 hours across all channels.* * *Introduce at least one new widget testing and manufacturing method annually.* * *Provide regular staff training or lessons on customer service protocols and quality expectations.* * *Plan and implement structured service strategies to retain major clients.* * *Answer clients within or on the 3rd telephone ring, and maintain honesty, integrity and politeness throughout the whole process.* * *Record all customer details accurately and efficiently on the computer.* * *Maintain privacy and follow up on all queries and complaints.* |

**Activity 2: Identify and procure resources required to address customer service requirements**

This activity is a continuation of Activity 1.

This activity requires you to identify and procure resources required to address customer service requirements.

To do so, you are required to:

* Follow the steps given below.
* Complete the template/s associated with each step.
* Submit the completed templates to the trainer/assessor.

**Step 1:** Analyse the customer requirements for customer service based on the outcomes of Activity 1.

**Step 2:** Identify two (2) resources required to address customer service requirements and document using Template 3.

**Step 3:** Procure resources required to address customer service requirements and customise them as per the requirements specified by the trainer/assessor.

Further, documented the steps to procure resources using Template 3.

|  |
| --- |
| *The updated business plan of Widgetbox strongly reflected the customer service expectations highlighted by both West Mine Co and Australian Mines.*   1. *Responsiveness*   *Both clients required quick response to customer inquiry and complaint. As per the requirements, calls are answered within 3 ring calls and responded complaints within 24 hours, with a final resolution target of 2 business days. These targets efficiently met the criteria of the clients.*   1. *Professional Conduct*   *Both clients expect customer service to be polite, courteous and honest during the entirety of the conversation. The answers must be clear, concise and in plain-language. For this, Widgetbox has committed to providing staff training on customer care conduct to adhere to these high standards accordingly.*   1. *Accurate Record Keeping*   *Both clients require efficient and accurate record keeping of the clients on computer. Widgetbox aims to do so while maintaining transparency and accountability.*   1. *Client privacy and follow-up*   *Widgetbox aims to follow-up on complaints while pledging to maintain client privacy and follow up on queries and complaints.* |

**Template 3: Identify and procure resources**

|  |
| --- |
| **Identify and procure resources (200 – 300 words)** |
| Two (2) resources required to address customer service requirements  In order to effectively meet the updated customer requirements as outlined by West Mine Co and Australian Mines, these two resources are very crucial:   * Customer Relationship Management (CRM) software:   A robust CRM software is very vital in managing and recording all client interactions accurately. The system tracks inquires and complaints, ensures a timely follow-up and securely store customer data. This resource must be acquired in order to meet the agenda of responding all complaints within 24 hours.   * Customer Service Training program:   A structured training program centred around customer service protocols is very essential in training individuals to uphold professionalism, politeness and clarity in communication. Regular workshops and training sessions help ensure consistency in customer interactions.  *Steps implemented to procure resources*  *Following are the steps to be implemented in order to acquire the resources:*   * *Firstly, service gaps should be identified in customer interaction process and then, define technical specifications for CRM. Likewise, a training content focusing on customer service values should be designed.* * *Create a shortlist of CRM vendors and contact certified training provider.* * *Conducted an analysis on cost and benefit and gained the management’s approval.* * *Then, integrated chosen CRM system and conducted phased staff training.* |

**Activity 3: Deliver quality products and services**

*Activity context:*

You are a customer service manager. It is currently December, and over the last few months, you have been receiving feedback from customers that customer service is just ‘not what it used to be’. The board of Widgetbox has been made aware of the decrease in customer service quality and wants to know what you’re going to do to fix the problem.

According to Widgetbox recent records, customer service quality standards have declined. The number of calls shown on their database from January discloses the boost of number calls with a variation of 14% from the previous year.

The record shows that the calls represented less than 2% compared to the previous year in January and February. However, this number went to +3,5% in March, and the team member was the same. In June, July and September, the variation in the number of calls grown, achieving respectively, +4%, 4,5% and 7%.

In the third quarter of the year, the table reveals a notable change regarding the team members:

* Two fresh staff members were added to the team (Taya and Jasmine);
* The supervisor, John, was on vacation for two months (October and November);
* One of the qualified customer service officer staff left his job (Nitin).

The result of this transition impacted the calls per month, raising its number from 7% in September to 10% in October and 12% in November.

The probable causes of customer service shortfalls can be easily explained in the last quarter of the year, with the absence of the supervisor and the extension of recruiting two new employees.

One of the new employees, Jasmine, has been displaying inappropriate behaviour with customers and has been observed that she is not adhering to the company’s policies and procedures.

You have monitored the team performance and observed some incidents where the customer service has lacked.

*Incident 1:*

Jasmine is a member of your customer service team at Widgetbox. Her role is to receive telephone enquiries and complaints.

Recent complaints lodged against Jasmine:

* Jasmine has been rude to customers on several occasions. This behaviour contravenes company policy on the knowledge of the importance of friendly service to customers of Widgetbox.
* Jasmine has recently developed a habit of letting the phone ring and then placing customers on hold. This behaviour contravenes company policy on the knowledge of the importance of prompt service to customers of Widgetbox.

*Incident after which customer complained*

Yesterday Jasmine received a complaint from a customer:

|  |
| --- |
| ‘I work as a buyer for the state’s largest supplier of mining equipment, West Mine Co. We provide a lot of business to Widgetbox.  I ordered 1,000 x 7mm widgets for delivery last Friday. I was promised that the delivery would arrive within three days. It’s now a week later, and they still haven’t arrived. My production manager just telephoned me to say he might fail to deliver a major order unless the widgets arrive in the next four days.  A few weeks ago, a consignment of widgets arrived from Widgetbox, but they were 6mm widgets rather than the 7mm I had ordered on that occasion. I am considering going to another supplier for your widgets, even though Widgetbox is the only Australian supplier. I could get them cheaper from China, but the saving isn’t great when you add in the extra shipping costs. I’m going to begin legal action if the widgets don’t arrive today. I might order the widgets from China from now on. |

Jasmine misunderstood and thought that the customer had ordered the products yesterday and argued with him. She accused the customer of being unreasonable as Widgetbox is an industry leader in guaranteeing three-day delivery.

When the misunderstanding was eventually cleared up, Jasmine wasn’t sure how to track orders or reorder the products. She said there could be nothing as Widgetbox’s procedures didn’t seem to cover this issue.

*Incident 2:*

There have been certain problems with the quality control issues. The size of the widgets is over 10% bigger or smaller than specified. Some customers have been returning their widgets and asking for refunds. One has claimed compensation for failing to meet a big order deadline because our widgets were the wrong size.

To address this issue company gave instructions to its customer service teams to offer a 15% discount for the next order to its customer and replace the widgets.

West mine called on two different occasions, and the customer service team members who assisted them were different and offered different discounts on both occasions.

Considering the situation, they have again lodged a complaint to the board of directors specifying that the offered discounts are different on each occasion. The orders are also processed at a different speed.

*Description of the activity:*

This activity is a continuation of Activity 2.

This activity requires you to demonstrate the ability to ensure quality service delivery through handling customer complaints, monitoring team performance, and intervening to develop team abilities to overcome difficulties in providing quality customer service.

You will complete the following parts:

* Part A: Identify and resolve customer complaints related to poor customer service
* Part B: Monitor team performance
* Part C: Support colleagues to overcome difficulties in meeting customer service standards.

To do so, you are required to:

* Follow the steps given below.
* Complete the template/s associated with each step.
* Submit the completed templates to the trainer/assessor.

*Part A: Identify and resolve customer complaints related to poor customer service*

Considering incidents 1 and 2, you will need to write an email to West Mine Co. to clear up the misunderstanding and address their concerns/complaints as the customer service manager. When writing an email to West Mine Co., you need to follow the customer complaints policy and procedures given in the case study. Ensure that your support of the customer provided is in accordance with the foundations of customer service set out in the Widgetbox business plan and the customer service requirements established in Activity 2.

Your email must address complex customer complaints and system problems.

Template 4: Email template:

|  |
| --- |
| *To: West Mine Co.*  *From: Widgetbox*  *Date: 15th June, 2025*  *Subject: Apology and Immediate Action Regarding Recent Poor Customer Service Complaints*  *Dear West Mine Co,*  *I hope this message finds you all. I am writing this email to firstly, sincerely apologize for the inconvenience and frustration caused by the delay in our service responses and widget delivery.*  *As a company that prides itself on maintaining the highest standard for widgets and customer service, we truly regret that we have failed to meet those expectations in this instance. I have personally investigated the situation and the investigations resulted that, there was a misunderstanding in communication by Jasmine, one our new members and acknowledge that your products were not delivered on time. Additionally, we have also identified gaps in our quality control and the inconsistent discount promises during our support interactions. We are willing to take full responsibility for these blunders.*  *Firstly, your order will be marked as urgent and will be delivered within the next 24 hours. Additionally, we are willing to replace the widgets and offer a 15% discount on your next order. On a similar note, Jasmine will now undergo additional training immediately and a dedicated senior officer will now be assigned to your case to ensure professional and consistent communication.*  *We at Widgetbox truly value our long-standing partnership and are committed to restoring your trust. Should you have any inquires or concerns, please do not hesitate to contact me via email. Thank you for your time and consideration.*  *Sincerely,*  *Sapran Lama*  *Signature* |

*Part B: Monitor team performance*

This part of the activity comprises two (2) role plays.

There are two scenarios in the role play. For both scenarios, you will be required to monitor the performance of customer service team members of your organisation. While monitoring, you will need to figure out the team members’ performance in handling complaints and check if they are following the customer complaint policy and procedures.

During the role plays:

* You will continue to act as a customer service manager.
* The staff member assigned by your trainer/assessor will play the role of ‘Vince’ (customer) in scenario 1 and ‘Michell’ (customer) in scenario 2.
* Your trainer/assessor will depict the role of ‘Taya’ (customer service team member) in scenario 1 and ‘Stuart’ (customer service team member) in scenario 2.
* The trainer/assessor will allocate the roles.

The scenarios will be based on two different teams.

* Team A: Handles the complaints product sizes being more than tolerance rate.
* Team B: Handles issues regarding the product quality and specific complaints, where the product could lead to serious injuries/implications.

*Scenario/ Role-play 1: Team A*

Vince is a self-employed gardener and has just returned home after buying a 7mm widget from Widgetbox. The round journey took him over an hour to complete. When he opened the packet, he found it contained a 5mm widget. The packet has 7mm written on it, but the widget inside is 5mm. His receipt states 7mm too. He only buys two or three widgets each year, and this has really annoyed him. This is the second time this has happened to him. The last time this happened, he got an apology and replacement and were told it would not happen again. He still had to repeat the journey to get a replacement, though. He needs the widget to fix his lawnmower, and he can’t work without it.

So, he called the customer service office, and Taya picked up the call. Taya, the role being played by your trainer/assessor, will participate in role-playing with Vince (played by the student).

During the role-play, Vince will do the following:

* Call the customer care centre.
* Lodge a complaint regarding size difference.
* Ask for a replacement.
* Threaten to complain to fair trading or consumer protection or ACCC if replacement is not done.

During the role-play, Taya will do the following:

* Greet the call in a friendly manner.
* Address the customer complaint.
* Explain to them that they are not authorised for replacement but can do the refund.
* Finally agree to authorise the replacement.
* Be clear and professional.

You are required to observe and monitor the team member’s performance based on the criteria given in the checklist:

Note: You must place a tick against each criteria, that Taya has addressed.

|  |  |
| --- | --- |
| Did Taya follow the complaint handling policy and procedures? (Refer to appendix 1 for customer handling policy and procedures. |  |
| Did Taya address customer complaints? |  |
| Did Taya greet the customer to your business in a friendly manner? |  |
| Was Taya clear and professional in his approach towards the customer? |  |

Considering the conversation between Vince and Taya, if you feel that Taya did not follow the complaint handling policy and procedure, you will need to document the key points of the Customer complaint handling policy and procedures that the ‘Taya’ did not follow using Template 5.

Template 5:

|  |
| --- |
| One key principle of policy and procedures of the Customer complaint handling policy and procedures not followed |
| Taya initially informed the customer only refund, claiming replacement was not possible. However, according to the company policy, the customer can get either refund or replacement according to the customer’s preference and the nature of complaint. According to the Customer Service policy, staffs are expected to promptly resolve complaints by offering an appropriate solution. By delaying the replacement offer and requiring the customer to escalate the situation, Taya did not uphold the policy effectively. |

*Scenario/ Role-play 2: Team B*

Michell recently bought a widget from Widgetbox. The first time she used it, the widget snapped, and bits flew into the air. Luckily, she was not hurt, but a piece did hit his window and smashed it.

She was very shocked and angry at the time. She could have lost an eye! She has called a team member of the Widgetbox Customer Service Team, and Stuart has picked up the call.

During the role-play, Michell will do the following:

* Call the customer care centre.
* Lodge a complaint regarding widgets.
* Ask for refunding money back for the broken widget as well as the money to replace the window upfront.
* Ask when he will follow up with her regarding the matter.

During the role-play, Stuart will do the following:

* Greet the call in a friendly manner.
* Apologise.
* Ask for widget size.
* Describe that Widgetbox will investigate to solve the problem immediately.
* Ask if there is anything else the customer needs to resolve the situation or repair the relationship.

You are required to observe and monitor the criteria given in the checklist:

Note: You must place a tick against each criteria, that Stuart has addressed.

|  |  |
| --- | --- |
| Did Stuart follow the complaint handling policy and procedures? (Refer to appendix 1 for customer handling policy and procedures. |  |
| Did Stuart apologise? |  |
| Did Stuart greet the customer to your business in a friendly manner? |  |
| Did Stuart’s tone of voice match the pleasant words that are coming out of your mouth? |  |
| Did Stuart describe what Widgetbox will do to solve the problem immediately? |  |

Considering the conversation between Michell and Stuart, if you feel that Stuart did not follow the complaint handling policy and procedure, you will need to document the key points of the Customer complaint handling policy and procedures that the ‘Stuart’ did not follow using Template 6.

Template 6:

|  |
| --- |
| One key principle of policy and procedures of the Customer complaint handling policy and procedures not followed |
| *When the apology was first logged, Stuart did not immediately offer a formal apology, which is crucial in handling complaints. According to Widgetbox’s customer policy, the representatives must acknowledge the complaint immediately and sincerely apologize for the inconvenience caused. While he was professional, a direct apology should have been given right after Mitchell described the dangerous situation.* |

You will be assessed considering if you have completed the checklist correctly and if you have identified the policy and procedure that was not followed.

*Part D: Support colleagues to overcome difficulties in meeting customer service standards.*

This part of the assessment task is in continuation with part C of this activity.

You will also need to demonstrate your knowledge and skills of developing team members and coaching them to improve the quality of her customer service.

Your trainer/assessor will act as Taya and allocate the role of Stuart to the staff member (Roles specified in part C of this assessment task).

You will first meet the customer service team (Taya and Stuart). You will ask the reason for their declining performances.

You will need to ask them questions to understand and clarify their perspective.

Taya will give the following reasons:

1. She has been really stressed about the number of calls.
2. She is angry that they were not given a heads-up about production problems to explain to customers adequately.

Stuart will give the following reasons:

1. He is unsure about the complaints handling process.
2. He feels he is having problems handling complaints of aggressive customers.

Considering their responses, you will need to address their performance issues. You need to prepare to:

* Run a well-structured coaching session
* Identify the performance issues.
* Outline the policy and procedures for managing customer complaints (Given in the case study)
* Outline techniques that they must use to deal with diverse types of customers considering their needs. (small customers to customers like West Mine Co.)
* Explain techniques for solving customer complaints.
* Document the outcomes of the coaching session in template 7.

To complete the role play, you will need to complete the following templates:

*Template 7: Coaching session*

|  |  |  |  |
| --- | --- | --- | --- |
| **Manager name** | Sapran Lama | **Employee names:** | Taya, Stuart |
| **Time** | 10:00a.m. | **Date:** | 1st June, 2025 |
| **Location** | Meeting Room 2 |  |  |
| **Current performance issues** | * Taya is stressed due to increased number of calls and frustrated that production issues were not communicated with her. * Stuart is not clear about formal customer handling process and is struggling to deal with aggressive customers. | | |
| **Questions asked to understand and clarify their perspective** | * How have the increase in call volumes affected your ability to handle customers with patience and professionalism? * Do you believe being informed on the production issues would have helped you handle complaints better? * Which part of the handling process are you unclear about? * How do you usually react when customers become aggressive and do you need additional training in regards to these situations? | | |
| **Describe the policy and procedures for handling customer complaints** | * All complaints must be addressed in a calm, professional tone, followed by a sincere apology right after. * Staffs should listen and record each detail accurately and efficiently, and follow escalation procedures when a resolution is outside their authority. * Transparency should be maintained at all times during the process. * Aggressive customers must be handled in a calm and composed manner, without aggravating the situation. | | |
| **Summarise techniques for handling different types of customers according to their individualistic requirements** | * Small individual customers: Be empathetic and pay attention to detail with personal engagement. * Corporate clients: Be formal and polite, and provide structured responses with clear timelines. Also ensure that the follow-ups are documented. * Angry customers: Remain calm and acknowledge their feelings and show understanding to their concerns. * Confused or anxious customers: Speak slowly and clearly in a plain-language and be patient throughout the whole process. | | |
| **Explain techniques for solving customer complaints** | * Listen carefully and do not interrupt the customer. * Empathize and apologize immediately and sincerely. * Provide a solution according to the customer’s preference. * Follow up immediately to confirm resolution. * Escalate and inform the situation to your direct superior if the issue cannot be resolved at team level. | | |

**Activity 4: Evaluate customer service**

*Activity context:*

The board at Widgetbox is quite happy with your performance in addressing customer service problems that occurred previously. Jasmine has been performing better and is more confident in her role. West Mine has continued to purchase its widgets from Widgetbox.

At this stage, the board wants you to take considerable steps to improve the organisation-wide delivery of customer service. They want you to develop some specific targets to measure the performance of the customer service team. It also wants you to monitor customer satisfaction levels and recommend any changes to improve customer service delivery at Widgetbox.

The board of directors has asked you to talk to the manager (trainer/assessor) to obtain performance information and customer feedback.

Task:

This task is in continuation is assessment tasks 2 and 3. You will be required to use the background information given in the case study and the outcomes of the assessment tasks.

You will use performance reports and customer feedback given by your assessor to review customer service strategies and generate a report with recommendations for improvement. You will need to arrange to meet with the trainer/assessor to gather performance and customer feedback information and consult with the trainer/assessor on possible strategic and organisation-wide solutions.

|  |
| --- |
|  |

*Description of the activity:*

This activity requires you to evaluate customer service. This activity requires the student to complete the following parts:

* Part A: Develop strategies for tracking progress toward product and service targets and standards and for obtaining customer feedback on product and service provision.
* Part B: Implement strategies for tracking progress toward product and service targets and standards and for obtaining customer feedback on product and service provision.
* Part C: Adapt customer product and service delivery in consultation with relevant individuals and groups
* Part D: Maintain records, reports, and recommendations within the organisation’s systems and processes framework.

*Part A: Develop strategies for tracking progress toward product and service targets and standards and for obtaining customer feedback on product and service provision.*

This part of the activity requires you to develop strategies for Widgetbox customer service representatives:

* Tracking progress toward product and service targets and standards
* Obtaining customer feedback on product and service provision.

The strategies must for Widgetbox customer service representatives must be focused on the following and should be documented using Template 8:

* Call/enquiry/complaint handling time
* Tracking progress toward product and service targets and standards
* Assisting team members to improve customer service
* Customer retention
* Ability to record and store customer information
* Obtaining customer feedback on product and service provision.

Template 8: Strategies for tracking progress toward product and service targets and standards and for obtaining customer feedback on product and service provision.

|  |  |
| --- | --- |
| **KPI’s** | **Description (30-50 words)** |
| Call/enquiry/complaint handling time | Set the target for resolution to 24 hours and track average call handling time using call management software. Daily and weekly reports must be documented and monitored top quickly and effectively identify delays and address performance gaps. |
| Tracking progress toward product and service targets and standards | Use a customer service dashboard to regularly update KPIs, including resolution time, customer satisfaction, and product defect rate. Also conduct monthly team meetings to review progress and adjust targets based on trends. |
| Assisting team members to improve customer service | Implement monthly or weekly training sessions to train staff on how to properly handle different customers and different situations. Also gather feedback to identify areas of improvement and boost morale and teamwork by introducing a peer-support system. |
| Customer retention | Implement CRM tools to consistently monitor repeated customer rates and feedback. Analyse and document recurring problems and resolve them promptly in order to prevent churn. Likewise, offer loyalty programs to long-term clients. |
| Ability to record and store customer information | Implement a centralized CRM system to log all customer interactions, complaints, and resolutions. Similarly, keep the system regularly updated and accessible to all team members. Also, train staffs on data privacy and consistency. |
| Obtaining customer feedback on product and service provision. | Conduct post-interaction surveys via email or SMS or any other social platform. Also, use a feedback form on the website and after call resolution. Analyse these feedbacks regularly in order to identify service gaps and address them accordingly. |

*Part B: Implement strategies for tracking progress toward product and service targets and standards and for obtaining customer feedback on product and service provision.*

This part of the activity requires you to implement strategies for:

* Tracking progress toward product and service targets and standards
* Obtaining customer feedback on product and service provision.

To do so, you must follow the steps given below:

**Step 1:** Arrange a discussion session with the customer service representative who participated in Part A of this Activity.

* Discuss the following during the discussion session:
  + Call/enquiry/complaint handling time
  + Tracking progress toward product and service targets and standards
  + Assisting team members to improve customer service
  + Customer retention
  + Ability to record and store customer information
  + Obtaining customer feedback on product and service provision.
* Confirm their understanding.

**Step 2:** Construct a plan for monitoring team members’ performance against KPIs using Template 9. (any two (2) KPI’s specified above)

**Template 9: Monitoring plan**

|  |  |
| --- | --- |
| **KPI’s** | **MONITORING PLAN (50-100 words)** |
| Positive feedback from customers | Customer feedback is obtained through post-call surveys on emails, SMS and so on, feedback form on websites or after call resolutions, and questionnaires. Weekly or monthly analysis will be conducted to understand customer’s satisfaction scores and identify rooms for improvement. These areas of improvement and positive trends will be documented on a monthly report. The report will then be used to refine the current strategies. |
| Effective integration of customer service team | Collaborative metrices, peer evaluations and participation in cross-training sessions will be used to monitor team integration. Engagement levels will also be effectively tracked using regular team meetings and knowledge-sharing initiatives. Similarly, staff feedbacks will be gathered through anonymous surveys and one-on-one check-ins and used to identify potential barriers to teamwork and enhance team synergy. |

*Part C: Adapt customer product and service delivery in consultation with relevant individuals and groups*

This part of the activity requires you to adapt customer product and service delivery in consultation with the following stakeholders:

* Operations Manager (Trainer/assessor)
* Two (2) Customer service staff members (Staff members who participated in previous activities)

To do so, you must follow the steps given below:

**Step 1:** Arrange a discussion session with the following stakeholders:

* Operations Manager (Trainer/assessor)
* Two (2) Customer service staff members (Staff members who participated in previous activities)

**Step 2:** Determine the issues in the customer service delivery issues based on the following information:

* Customer service team performance through call-monitoring and management observations
* Customer feedback received through Widgetbox through questionnaires.

|  |
| --- |
|  |

**Step 3:** Determine three (3) problems related to customer services, products and service delivery based on the outcomes of Step 2 in consultation with the team members and document using Template 10.

**Step 4:** Make decisions to overcome problems identified in Step 3 and to adapt customer services, products and service delivery in consultation with the stakeholders and document the outcomes using Template 10.

*Template 10: Customer related problems and decision to overcome problems identified and to adapt customer services, products and service delivery*

|  |
| --- |
| **Customer-related problems and decisions to overcome problems identified and to adapt customer services, products and service delivery (300-400 words)** |
| **Three (3) problems related to customer services, products and service delivery** |
| Following are the threeproblems related to customer services, products and service delivery:   * Inconsistent Complaint Handling and Staff Uncertainty:   Some of the customer care team members, especially, Stuart, was unclear about complaint handling procedures. Likewise, on the case of aggressive customers, there was confusion about when to escalate, what compensations were permitted, and how to reassure the customer professionally.   * Lack of Timely and Clear Communication with Customers:   Some customers also reportedly indicated that the explanations were vague or incomplete. In the case of Taya, where there were problems on the product on the customer’s side, not being informed about product issues beforehand impacted her ability to deal with the situation, leading to the customer’s dissatisfaction.   * Increased customer complaints due to product issues:   The widget snapping incident which resulted in a broken window raised concerns about product reliability and safety. Customers expressed their fears of injury because of the recurring issues, negatively affecting the brand’s reputation. |
| **Decisions to overcome problems identified in Step 3 and to adapt customer services, products and service delivery** |
| Following are the decisions to overcome problems identified above and to adapt customer services, products and service delivery:   * Implement Structured Complaint Handling Training and Refresher Workshops:   A monthly training session will be held mandatorily in order to reinforce the organization’s complaint resolution policy. Training sessions and study materials will be provided to staffs to train them to manage aggressive customers, and to deescalate the situation. Additionally, a reference guide will be provided to each customer support employees to support them during calls.   * Improve Internal Communication and Customer Transparency:   An internal messaging software will be used to implement a real-time alert system that will notify customer care staffs of any production or product-related issues. This will help inform the customers properly and set realistic expectations, Additionally, updated product knowledge sheets will be circulated weekly.   * Strengthen Product Quality Control and Develop a Customer Compensation Protocol:   In order to minimize product defects, there will be collaboration between operations and quality assurance team. Likewise, a standardized compensation protocol will be developed that clearly outlines eligibility, approval processes, and communication steps to affected customers. |

*Part D: Maintain records, reports, and recommendations within the organisation’s systems and processes framework.*

In this part of the assessment task, you need to analyse performance data and customer feedback to identify systemic customer service issues and trends and prepare a report for the management at Widgetbox containing recommendations for organisation-wide customer service improvement. The report must be prepared using Template 11 and must include:

* 2-3 recommendations to:
* improve public relations at Widgetbox.
* adapt customer services, products and service delivery
* A rationale for each recommendation based on your knowledge of:
* problem identification and resolution
* managing customer service and customer relationships
* managing quality customer service delivery
* procuring appropriate technology to address customer needs.

**Template 11: Report**

|  |
| --- |
| Report on team performance: (Word limit 200-250 words)   * Improve public relations at Widgetbox:   Recommendation: Implement a public relations strategy involving regular communication with customers through newsletters, social media engagement, and community outreach programs. Likewise, a dedicated PR team should be trained to handle media relations, crisis communication, and build brand trust.  Rationale: In a world of technology, news travel fast through the internet and media. So, effective public relations are very conductive to maintaining customer’s trust and brand’s reputation. Based on the customer feedbacks we have gathered so far, many issues arose from miscommunication and lack of transparency. By training and improving PR, we can better manage customer expectations and respond immediately to concerns. This enhances customer relationships and trust.   * Adapt customer services, products and service delivery:   Recommendation: Introduce and implement a flexible customer service model that provides responses and solutions based on customer segmentation. Additionally, an advanced CRM technology can be implemented to track interactions, personalize service delivery, and monitor customer satisfaction in real-time.  Rationale: The data gathered from the customer feedbacks indicates a need for a more personalized service to meet diverse customer needs. Leveraging technology (CRM technology) for service delivery enables effective handling of complaints and customized product solutions, leading to enhanced customer satisfaction and retention. |