

# Customer Service



## AIM

Customer service is about giving customers what they want, when they want it, in the best possible way. If your business provides good customer service, you have a greater chance of keeping and increasing your customer base.

Research indicates that it costs up to 10 times as much to attract a new customer as it does to keep an existing customer.

Good customer service can help your business grow by increasing:

- customer numbers through favourable word-of-mouth advertising
- the dollar amount spent per customer per transaction
- the frequency of customer visits.

You can establish a culture of excellent customer service in your business by planning, developing and sustaining a customer service program.

Broadly, this training focuses on:

- Planning to meet internal and external customer requirements,
- Ensuring delivery of quality service, and
- Monitor, adjust and report customer service.

## CONTENT

- Customer and market characteristics
- Relevant Australian and state/territory standards, regulations and codes of practice
- Requirements of workplace systems, operations and relevant equipment
- Risks involved in workplace operations and related precautions to control risk
- Role of customer service in company profitability
- Workplace procedures and policies for coordinating quality customer service in workplace operations.

**Units of competency**  
TLII4001 Coordinate quality customer service

**Designed for**  
This unit involves the skills and knowledge required to coordinate quality customer service in accordance with relevant regulations. It includes planning to meet internal and external customer requirements, ensuring the delivery of quality service and monitoring, adjusting and reporting customer service.

**Duration**  
3 hours

**Cost**  
**Cost on Application**  
Day rates may be available. For more information, please call 1300 554 077.