# BSBCUS401 Coordinate implementation of customer service strategies

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| Name |  |
| Email address |  |

## Assessment

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### Knowledge questions

Carefully read through each question. In your response, you should use terms and phrases that you defined in your previous assessment. Reflect on your learning unit, including video links, links to other resources, and your own research.

**Please note:** Where the response does not sufficiently demonstrate your knowledge in this assessment, your submission will be returned to you for resubmission.

1. Identify and fully explain the term Customer Service Strategies. Provide examples of how these strategies can be implemented within any organisation.

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2. Explain different strategies that can be applied for securing customer feedback. In your response, you should identify and describe the value of implementing, analysing, and responding to customer feedback for all stakeholders.

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3. Identify at least three situations where competitive intelligence can assist in developing services within an organisation. Undertake your own research, and reflect on different processes/practices that could be applied to gain competitive intelligence.

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4. Perform some online research into customer service standards, and use this as inspiration to design and present a comprehensive checklist for an employee to follow. This is to ensure that they continually provide effective customer services within their role. At least ten points should be included.

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5. Identify and explain the purpose for a business to regularly evaluate their customer services strategies. Identify both the advantages and disadvantages for undertaking this. What are the risks to an organisation if this process is not in place?

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6. What are the five key outcome attributes required by most customers? Explain each one.

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7. When a problem or situation has been identified, what are four key steps that can be applied to resolve or rectify the situation? Explain each step.

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8. What are three different types of budgets used in organisations to look at customer service objectives? Explain each type.

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9. When looking at customer satisfaction, what are five of the critical areas for consideration within the organisation’s plan?

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