

UNIT TITLE: RECEIVE AND RESOLVE CUSTOMER COMPLAINTS	NOMINAL HOURS: 25
UNIT NUMBER: D1.HRS.CL1.15	
UNIT DESCRIPTOR: This unit deals with the skills and knowledge required to receive and resolve customer complaints in a range of settings within the in the hotel industry workplace context	
ELEMENTS AND PERFORMANCE CRITERIA	UNIT VARIABLE AND ASSESSMENT GUIDE
<p>Element 1: Identify and analyse the complaint</p> <p>1.1 Receive and accurately record a verbal <i>complaint</i> using active listening and empathy techniques</p> <p>1.2 Identify through <i>appropriate communication techniques</i> the exact nature of the customer complaint</p> <p>1.3 Maintain register or complaint file/s in accordance with the requirements of the enterprise information system</p> <p>Element 2: Respond to complaints</p> <p>2.1 Process complaints in accordance with <i>organisational standards, policies and procedures</i></p> <p>2.2 Obtain and review <i>documentation</i> in relation to complaints</p> <p>2.3 Update register of complaints/disputes</p>	<p>Unit Variables</p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment</p> <p>This unit applies to complaints received by the food production and food and beverage outlets within the labour divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1. Food Production 2. Food and Beverage Service <p><i>Complaint</i> may be related to:</p> <ul style="list-style-type: none"> • Any expression of dissatisfaction with food and beverage products or food service by a customer <p>and will include:</p> <ul style="list-style-type: none"> • Written complaints, e.g. Letter, email, complaint and/or feedback form • Verbal, face-to-face, complaints • Verbal complaints over the telephone. <p><i>Appropriate communication techniques</i> may be related to:</p> <ul style="list-style-type: none"> • The use of active listening • The use of both open and closed questions • Speaking clearly and concisely

<p>Element 3: Determine and agree upon appropriate action to resolve complaint</p> <p>3.1 Identify and review <i>options</i> to resolve the complaint within enterprise policy, procedures and guidelines</p> <p>3.2 Agree and confirm action to resolve the complaint with the customer</p> <p>3.3 Demonstrate a commitment to the customer to resolve the complaint</p> <p>3.4 <i>Inform customer of outcome</i> of investigation of complaint</p> <p>Element 4: Refer complaints</p> <p>4.1 Identify complaints that require referral to other personnel or external bodies</p> <p>4.2 Refer complaint to appropriate personnel for follow-up in accordance with individual level of responsibility</p> <p>4.3 Forward all necessary documentation including investigation reports to appropriate personnel</p> <p>4.4 Refer complaints which cannot be resolved to an <i>appropriate person</i></p>	<ul style="list-style-type: none"> • Using appropriate language and tone of voice • Giving customers full attention • Maintaining eye contact in face-to face interactions • Appropriate non-verbal communication in face-to-face interactions, e.g. Body language, attention and personal presentation. <p>and should include:</p> <ul style="list-style-type: none"> • Conflict resolution techniques • Anger management techniques • Observation of personal safety. <p><i>Organisational standards, policies and procedures</i> may include:</p> <ul style="list-style-type: none"> • Complaints procedures • Organisational standard report forms • Job descriptions • Code of ethics • Quality systems, standards and guidelines • Insurance/liabilities policies. <p><i>Documentation</i> may include:</p> <ul style="list-style-type: none"> • Letters of complaint • Customer feedback forms outlining complaints, such as paper-based customer satisfaction questionnaires, internet-based customer satisfaction questionnaires • Complaint emails.
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Options may include:

- Options that satisfy the customer
- Options that partially satisfy the customer
- Options that do not satisfy the customer.

and should include:

- Options that reflect enterprise policy, procedures and guidelines.

Inform customer of outcome may include:

- Providing documentation and/or evidence that supports customer complaint
- Providing documentation and/or evidence that does not support customer complaint.

and should include:

- Information (verbal or written) that directly relates to the complaint being investigated
- Information (verbal or written) that is presented in a calm and accurate manner.

Appropriate person may include:

- Immediate superior within the organisational hierarchy
- Specialist customer service staff
- External bodies.

Assessment Guide

The following skills and knowledge must be assessed as part of this unit:

- Ability to apply the principles of effective communication skills
- Ability to use active listening, anger management techniques and conflict resolution techniques to resolve customer complaints
- Ability to identify the need(s) and concerns of a customer

- Ability to process a complaint in accordance with the enterprise's policies and procedures in regard to receiving and resolving customer complaints
- Ability to recommend appropriate action arising from a complaint
- Ability to communicate effectively with all relevant people throughout the complaint resolution process
- Ability to respond appropriately to both face-to-face and written complaints
- Ability to maintain all necessary workplace records and documentation.

Linkages To Other Units

- Communicate on the telephone
- Manage and resolve conflict situations.

Critical Aspects of Assessment

Evidence of the following is essential:

- Demonstrated ability to apply anger management techniques
- Demonstrated ability to apply conflict resolution techniques
- Demonstrated ability to use effective communication skills to accurately determine the nature of complaints
- Demonstrated ability to obtain written and verbal information relevant to the complaint
- Demonstrated ability to working with enterprise policies and procedures to resolve customer complaints
- Demonstrated ability to initiate escalation procedures at an appropriate time within the complaint resolution process
- Demonstrated ability to maintain effective communication lines with customers, other personnel and management in order to resolve customer complaints quickly.

Context of Assessment

This unit may be assessed on or off the job:

- Assessment should include practical demonstration of complaint resolution processes either in the workplace or through a simulation activity, supported by a range of methods to assess underpinning knowledge
- Assessment must relate to the individual's work area or area of responsibility.

Resource Implications

Training and assessment to include access to a real or simulated workplace; and access to workplace customer service standards, procedures, policies, guidelines, tools and equipment and in particular those procedures, policies and guidelines that guide effective complaint resolution.

Assessment Methods

The following methods may be used to assess competency for this unit:

- Case studies
- Observation of practical candidate performance
- Oral and written questions
- Portfolio evidence
- Problem solving
- Role plays
- Third party reports completed by a supervisor
- Project and assignment work.

Key Competencies in this Unit		
<i>Level 1 = competence to undertake tasks effectively</i>		
<i>Level 2 = competence to manage tasks</i>		
<i>Level 3 = competence to use concepts for evaluating</i>		
Key Competencies	Level	Examples
Collecting, organising and analysing information	2	Collect documentation and/or evidence that supports customer complaint; collect documentation and/or evidence that does not support customer complaint
Communicating ideas and information	2	Use positive communication to encourage speedy resolution to customer complaints
Planning and organising activities	2	Identify the most appropriate way to deal with a customer complaint
Working with others and in teams	2	Negotiate options with customers
Using mathematical ideas and techniques	-	
Solving problems	3	Apply conflict resolution and communication skills to resolve customer complaints
Using technology	-	