



**BSB40215 Certificate IV in Business
Record of Assessment Outcome**

Unit of Competency:		BSBCUS401 – Coordinate implementation of customer service strategies	
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Questioning	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Portfolio of Activities	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 3	Assignment	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the student was assessed as:			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	
Did the student meet the criteria for the following elements of competency?		Yes	No
1. Advise on customer service needs		<input type="checkbox"/>	<input type="checkbox"/>
2. Support implementation of customer service strategies		<input type="checkbox"/>	<input type="checkbox"/>
3. Evaluate and report on customer service		<input type="checkbox"/>	<input type="checkbox"/>
The student requires the following skill(s) development before re-assessment:			
Feedback to student on overall performance during assessment:			
The student has been provided with feedback and informed of the assessment result and the reasons for the decision.			
Assessor Name:			
Assessor Signature:		Date:	
I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.			
Student Name:			
Student Signature:		Date:	

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BSB40215 Certificate IV in Business

BSBCUS401 – Coordinate implementation of customer service strategies

Assessment 1 – Questioning

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			



Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details

Performance objective

The candidate must demonstrate knowledge of relevant legislation, customer service principles, organisational business structure, product and service standards and best practice models.

Assessment description

You will answer and submit written answers to questions on relevant legislation, customer service principles, organisational business structure, product and service standards and best practice models.

Procedure

1. Review the customer service questions below.
2. This is an open-book assessment, so you may use your Student Workbook to assist you to answer these questions.
3. Provide written responses to the questions. If you need help understanding any questions, ask your assessor to explain. Many questions require a workplace example. Where possible, use examples from your own place of work to illustrate your understanding of customer service concepts. Where it is not possible to identify examples from your own place of work, you may imagine other examples or conduct research.

Specifications

You must submit:

- Written answers to customer service questions provided in Appendix 1.

Your assessor will be looking for responses to questions that demonstrate:

- Key provisions of relevant legislation from all levels of government that may affect aspects of business operations, such as:
 - Anti-discrimination legislation
 - Ethical principles
 - Codes of practice
 - Privacy laws
 - Environmental issues
 - Work health and safety (WHS)
- Principles of customer service
- Organisational business structure, products and services
- Product and service standards and best practice models.



Appendix 1 – Customer Service Questions

Question 1: What is the difference between internal and external customers? Give workplace examples.

Question 2: What are some ways that organisational structure could affect the delivery of customer service? Give possible workplace examples.

Question 3: Why would an organisation implement a customer service strategy?



Question 4: What is a customer service standard? Why are they important? Give a workplace example.

Question 5: What is a procedure/work instruction? Give a workplace example.

Question 6: What are the principles of customer service? For each principle give a workplace example of how the principle is applied.



Question 7: Identify four common features of customer service best practice models.

Question 8: What is a 'moment of truth'? Give a workplace example.

Question 9: Identify 3 different Acts, Regulations or codes of practice that you might need to consider when delivering customer service. For each, give a possible workplace example of how they could be applied.

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BSB40215 Certificate IV in Business

BSBCUS401 – Coordinate implementation of customer service strategies

Assessment 2 – Portfolio of Activities

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	<p>By signing this declaration, I certify that:</p> <ul style="list-style-type: none"> • The assessment work is my own work; • All sources and materials have been acknowledged where required; • I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information. 		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			



Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance objective

The candidate must demonstrate knowledge and skills required to assess customer needs, recommend actions to promote the improvement of customer service delivery and support implementation of customer service strategies.

Assessment description

Using the workplace scenario information provided, you will perform a role-play in which you will assess customer needs, diagnose service delivery problems, develop options to improve customer service, and follow complaints procedures. You will also demonstrate the use of a website to meet customer needs.

Additionally, using the workplace scenario and role-play information provided, you will explain an organisation's customer service strategy to a colleague or colleagues (your assessor and/or other people chosen by your assessor to play the role of colleagues). You will explain opportunities to apply the strategy to customer service contact. You will also explain budget allocations for customer contact.

Procedure

Part 1

1. Review the CoffeeVille simulated business information in Appendix 1 – 3
2. Review the scenario information below:
3. Plan to make customer contact by:
 - studying the scenario requirements
 - studying the policies and procedures in Appendix 1 – 3
 - studying company products and prices online at:
<<http://bsbitu305.ibsa.org.au>>.
Note: You must register to view available products. If you have problems using this website, try accessing the website in a different browser, such as Google Chrome or Internet Explorer.
4. Conduct a role-play. Ensure you follow organisational procedures to deliver service, fulfil orders and take feedback.



Scenario

CoffeeVille is a growing business. It was founded in 2009 by partners Emma and Rufus Belcastran as a single Melbourne cafe. Since then, the business has expanded to several cafes. The organisation also distributes coffee and coffee related products to its wholesale customers. Recently, to bring down costs and increase efficiency of operations, the company has launched a new website for its wholesale customers.

You are a sales and customer service representative in the east sales team. Your manager, Mary White has asked you to manage sales, enquiries and complaints from wholesale customers.

Your delegation limit is \$500.

You are aware that, because of temporary supplier issues, CoffeeVille is only able to supply instant coffee through its website. For fresh, fair-trade gourmet coffee, take orders manually by noting details. Delivery time is guaranteed in 1 week. Cost is \$10 for 2kg bag.

A new business customer has arrived at the sales office, Pat Burns. The customer appears very upset.

Part 2

1. Review the Coffeerville simulated business information in Appendix 1 – 3
2. Review the scenario information provided below:

Scenario

Mary White, your manager, has asked you to deliver an information briefing on customer service strategy to junior member/s of the sales and customer service team for the 3rd quarter of 2012. Note the following.

- Presentation should be 10–15 minutes.
- Presentation should focus on 2–3 strategies (included within already existing procedures for customer service) to maintain customer service quality.
- Presentation should include examples or demonstration of strategies to ensure team members understand how strategies could be applied in a real customer contact.
- Presentation should relate strategies to overall business goals and strategic directions.
- Presentation should note where team has deviated from budget and explain importance of budget compliance for achieving organisational goals.
- Presentation should allocate financial resources equally for a customer service team of four people for the third quarter. Assume that the third quarter budget is same as the budget for the second quarter.
- Presentation should include opportunity for consultation with team members on specific implementation of strategies to gain their support and reduce chances of non-compliance.



3. Prepare a presentation to colleagues explaining the organisation's customer service strategy. Arrange a suitable time to deliver your presentation with your assessor. Your presentation should:

- discuss strategy in terms of organisational overall strategy
- discuss examples and opportunities for customer service
- discuss budget allocations
- encourage questions and comments on strategy implementation from customer service team to gain feedback and support from the team.

Document your presentation to refer to as you present and to provide evidence for assessment.

4. Deliver your presentation. Ensure you communicate effectively and appropriately to peers:

- deliver presentation in a friendly and professional way.

5. Submit an outline of your presentation to your assessor. The outline may be paper-based, a word-processed document or a PowerPoint presentation.

Specifications

You must:

- Perform a role-play to advise on customer needs, fulfil orders and resolve complaint
- Submit notes on complaint as per procedure
- Submit feedback from customer
- Submit order data.
- Present customer service strategy to peers
- Provide a presentation outline.

Your assessor will be looking for:

- Communication skills to:
 - Communicate effectively with personnel and clients at all levels
 - Articulate customer service strategies
- Interpersonal skills to build rapport with customers
- Problem-solving skills to diagnose organisational problems relating to customer services
- Self-management skills to follow organisational procedures and learn organisational requirements
- Knowledge of goods and services
- Communication skills to:
 - Communicate effectively with personnel and clients at all levels
 - Articulate customer service strategies
- Literacy skills to read simulated business information to determine strategies



Appendix 1 – CoffeeVille Customer Service Policy

CoffeeVille can only succeed with the patronage of customers, and in particular, repeat customers. As a result, taking care of our customers is our highest priority. At CoffeeVille the customer always comes first!

Procedures outline how to perform customer contact duties to achieve the standard of customer service required by our customers.

CoffeeVille ensures its commitment to customer service excellence through quarterly monitoring of customer service performance. Results are used for continuous improvement.

Customer Complaints

Demanding customers force us to be our best and resolving complaints satisfactorily can even increase customer loyalty IF they are handled properly.

When faced with a customer complaint:

- Listen to the full complaint without interrupting or getting defensive
- Follow the Coffeeville complaints policy
- Apologise for the problem and tell the customer you will take care of the problem
- Do everything you can to let the customer know you care and that this isn't the kind of experience you want them to have at Coffeeville.

Telephone Courtesy

It is everyone's responsibility to answer the phone. Always try to answer the phone promptly, within three rings. Always answer in a friendly, polite manner: 'Good morning/afternoon/evening, welcome to CoffeeVille, how may I help you?'

If you are certain of the answer to the customer's question, you should respond clearly and politely. If you are uncertain, ask the caller if you may put them on hold for a moment. If there is a staff member close who can provide you with the correct information, then return to the call and provide the customer with the necessary information. If there are no staff members close by that can help promptly, then ask the caller for their name and put the caller through to a manager, making sure that you brief the manager on the callers' name and the nature of their enquiry. Always thank the person for calling.

Dress Code

All employees of CoffeeVille are expected to represent the business, and dress accordingly. Clothing which is faded, tattered or contains holes is not acceptable. All sales and customer service staff members are required to wear business attire

Clothes should be ironed and neat in appearance. Closed toed footwear with rubber soles is required.

Updated/authorised

02/2012 – John Doe CFO



Appendix 2 – CoffeeVille Procedures for Serving Customers

1. All customers should be acknowledged within the first five seconds of entering the sales office. All calls must be answered within three rings. When you are busy with another customer, this acknowledgement can be one of the following:
 - A wave and smile
 - Saying you'll be with them soon/placing them on hold.

2. When free, engage the customer in the following ways as appropriate:
 - Smile
 - Make eye contact
 - If you know their name, use it along with the appropriate title, e.g. Mr, mrs, miss
 - Refer to customers using first names only if requested to do so by the customer
 - If you've seen them in the shop before, welcome them back
 - If you've not seen them before, introduce yourself by name
 - If the customer doesn't ask for help, start a conversation with them
 - Talk in an energetic manner
 - Give them your full attention.

3. When greeting the customer, ensure you (as relevant):
 - Acknowledge customer's arrival/call
 - Greet with a genuine smile
 - Maintain eye contact during conversations
 - Introduce yourself in a friendly manner
 - Recognise repeat customers
 - Start a conversation
 - Talk with an energetic tone
 - Give the customer your full attention.

4. When identifying the customer's needs, ensure you:
 - Use active listening skills
 - Use verbal prompts
 - Use paraphrasing
 - Use eye contact when relevant
 - Give the customer time to talk



- Ask appropriate questions.
5. Ensure customer is aware of website. If required, help customers to register and use website.
 - Show customer how to register
 - Show customer how to order
 - Show customer how to provide feedback.
 6. Refer to office manager for information regarding stock availability and delivery options.
 7. At end of customer contact add up cost of all services. Summarise package offered and delivery specifications.
 8. To fulfil an order manually, take contact and credit card details and make notes. Refer to:
 - Price guarantee
 - Product guarantee: refunds or replacement offered for any defect or unsuitability
 - Two-week delivery guarantee
 9. Note any feedback and submit to manager.



Appendix 3 – CoffeeVille Complaints Policy and Procedures

Purpose	The purpose of this policy is to ensure the management of complaints is carried out consistently, fairly and transparently and in accordance with organisational requirements.
Scope	The scope of this policy covers the management of customer complaints by employees and contractors of CoffeeVille.
Resources	Specific procedures for the implementation of this policy are available below and on the company intranet.
Responsibility	Responsibility for the implementation of this policy rests with employees and management of CoffeeVille with responsibility for managing customer complaints.
Relevant legislation etc.	Privacy Act 1998 (Cwlth) Equal Opportunity Act 2010 (Vic) Competition and Consumer Act 2010 (Cwlth) Occupational Health and Safety Act 2004 (Vic).
Updated/ authorised	02/2012 – John Doe CFO

To manage complaints

1. Greet the customer courteously and give them your name.
2. Never argue with the customer.
3. Apologise for any product fault or poor service. Be sympathetic. Thank the customer for bringing the complaint to your attention.
4. Listen fully to what the customer is saying. Try to gather all the facts about the complaint and jot them down. Ask questions and summarise what they are saying.
5. When you have all the details about the complaint, ask the customer how they would like it to be resolved. Always suggest replacements or credit notes over refunds and discuss product options to suit customer's needs.
6. Refunds and discounts must be within your authority to offer. Request authorisation from the Sales and customer Service manager for amounts above your delegated authority.
7. Offer a 10% discount on subsequent orders to maintain customer relationship.
8. Complaints involving damage to other property are covered by our insurance. Help the customer to complete the claims form and ask if the customer can obtain quotes for repairs.
9. All complaints involving injury must be referred to the Customer Service Manager. Agree a suitable time for the Customer Service Manager to call the customer.
10. Any complaint that is not covered in the above procedures must be directed to the Customer Service Manager. Agree a time for the Customer Service Manager to call the customer.
11. At end of complaint summarise complaint and how you commit to resolving the complaint. Gain customer agreement.
12. Submit notes on complaint to manager:



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- Nature of complaint
- Resolution of complaint
- Feedback notes.

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BSB40215 Certificate IV in Business

BSBCUS401 – Coordinate implementation of customer service strategies

Assessment 3 – Assignment

Submission Details			
Student ID Number:			
Student Name:			
Assessor Name:			
Due date:			
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarized in any way materials of another person or work of a fellow student and referenced all sources of information.		
Student Signature:			
Assessment Result Details			
Result:	Satisfactory		Not Satisfactory
Feedback to Student:			
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.		
Student Signature:			
Assessor Signature:			
Date:			



Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor.

Submit this document with any required evidence attached. See specifications below for details.

Performance objective

The candidate must demonstrate skills and knowledge required to evaluate and report on customer service

Assessment description

Using the workplace scenario information provided, you will review customer satisfaction with delivery of customer service. You will then prepare a management report to identify changes necessary to maintain service standards, provide recommendations for improvement of service delivery, and plan monitoring and reporting systems to compare changes in customer satisfaction.

You will then prepare a one-page reflection on the process you undertook to complete this assessment.



Procedure

1. Review the CoffeeVille simulated business information in Appendix 1 – 5
2. Review the scenario information below:

Scenario

In order to ensure customer satisfaction, Coffeerville requires regular monitoring and reporting of customer service performance.

It is the end of the 4th quarter for the 2012/2013 financial year. Your manager, Mary

White, has asked you to review customer service information (customer satisfaction survey and performance information) and prepare a report containing:

- Recommendations for changes to customer service strategies and practices
- Possible strategic future directions in customer service for the 2012/ 2013 financial year and beyond
- An implementation schedule for customer service monitoring and reporting activities for the 2012/2013 financial year – customer service performance is to be assessed quarterly in accordance with CoffeeVille commitment to continuous improvement and implementation of policies regarding the use and storage of customer satisfaction data must be scheduled.

One risk that Mary has identified is the possible lack of employee and contractor knowledge of company policy with regard to the use and storage of customer satisfaction survey data, which contains names and contact details of respondents for verification purposes.

3. Using the survey results, analyse customer satisfaction with service delivery. Consider performance monitoring results.
4. Prepare a 2–3-page management report. Include:
 - a. Identification of changes necessary to maintain customer service standards.
 - b. Two recommendations for improvement of service delivery. Explain how your recommendations reflect:
 - i. Organisational needs and priorities
 - ii. Principles of customer service
 - iii. Consideration of organisational structure and operations.
 - c. A discussion of two or three possible future directions for customer service strategies. Explain how organisational needs and priorities will be met.
 - d. A short explanation of planned monitoring and reporting system to compare changes in customer satisfaction.



5. Prepare a 1–2-page written reflection on the process you undertook to complete assessment task.
 - a. How you analysed performance information to fulfil organisational
 - b. Requirements in developing recommendations to improve customer service and achieve organisational objectives.
 - c. The restrictions the organisation places on the use of customer survey data and steps you will need to follow to ensure all organisational requirements are met.
 - d. Your learning process to complete assessment task.
 - e. Future steps you will need to take to improve customer service skills and knowledge.

Specifications

You must provide:

- A 2 – 3 page report on customer service
- A 1 – 2 page reflection on the learning process you undertook to complete this assessment.

Your assessor will be looking for:

- Communication skills to:
 - Articulate customer service strategies
- Literacy skills to:
 - Prepare general information and papers
 - Read a variety of texts
- Planning skills to develop implementation schedules
- Problem-solving skills to diagnose organisational problems relating to customer services
- Self-management skills to:
 - Comply with policies and procedures
 - Consistently evaluate and monitor own performance
 - Seek learning opportunities.
- Knowledge of business structure, products and services to plan and make suitable recommendations in report
- Knowledge of customer service principles to inform recommendations.



Appendix 1 – Business Plan Excerpts

From: CoffeeVille business plan FY 2012/13

Mission

To provide the finest coffee to retail and wholesale customers and the most responsive and effective customer service possible.

Vision

Within five years, CoffeeVille will have established itself as a premier provider of gourmet coffee and food for the ethically and socially aware Melbourne coffee drinker. CoffeeVille will have expanded to a number of key locations in the Melbourne CBD. CoffeeVille will have established an online presence for business customers.

Values

- Customer-focus.
- Actively encourage excellence, innovation and continuous improvement.
- Work collaboratively and consultatively with integrity, professionalism and teamwork.
- Recognise the diversity and expertise of CoffeeVille employees.

Strategic directions

The strategic context in which CoffeeVille will achieve its mission and vision is through:

- engaging with customers with excellent customer service to increase sales volume
- reducing expenditure and achieving financial control over expenses
- supporting innovative thinking, customer service, management and leadership skills through training



Appendix 2 – Budget Variance

Sales East Cost Centre: FY2012, Quarter 2			
	Budget	Actual	% Variance
Fixed staff	\$40,000.00	\$40,000.00	0.00%
Contract staff	\$10,000.00	\$10,000.00	0.00%
Training	\$5,000.00	\$1,000.00	-80.00%
Computers	\$3,000.00	\$3,000.00	0.00%
Software	\$1,000.00	\$1,000.00	0.00%
Photocopier	\$2,000.00	\$2,000.00	0.00%
Travel	\$2,000.00	\$2,000.00	0.00%
Mobile phones	\$3,000.00	\$3,500.00	16.67%
Phone charges	\$3,000.00	\$3,400.00	13.33%
Promotions	\$20,000.00	\$20,000.00	0.00%
Discounts	\$10,000.00	\$18,000.00	80.00%
Refunds	\$20,000.00	\$60,000.00	200.00%
Total	\$119,000.00	\$163,900.00	37.73%



Appendix 3 – CoffeeVille Privacy Policy

CoffeeVille is committed to protecting your privacy. It is bound by the national privacy principles contained in the Privacy Act 1988 and all other applicable legislation governing privacy.

Where appropriate, CoffeeVille will handle personal information in accordance with relevant legislation. Our respect for our customers' privacy is paramount. We have policies and procedures to ensure that all personal information is handled in accordance with national privacy principles.

This privacy policy sets out our policies on the management of personal information – that is, how we collect personal information, the purposes for which we use this information, and to whom this information is disclosed.

1. What is personal information?
Personal information is information or opinions that could identify you. Examples of personal information include your name, address, telephone number and email address, or documents that include such information, like a resume.
2. How does CoffeeVille collect and use your personal information?
CoffeeVille collects personal information when you send a job application to us, for example, or when you email us. These uses are discussed below.
3. What happens if you don't provide personal information?
Generally, you have no obligation to provide any personal information to us. However, if you choose to withhold personal information, we are unlikely to be able to respond to your application or query.
4. To whom do we disclose personal information?
We engage third party service providers to perform functions for CoffeeVille. Such functions include mailing, delivery of purchases, credit card payment authorization, trend analysis, external audits, market research, promotions and the provision of statistical sales information to industry bodies.

In some circumstances it may be necessary for us to disclose your personal information to those suppliers. Where disclosures take place, we work with these third parties to ensure that all personal information we provide to them is kept secure, is only used to perform the task for which we have engaged them and is handled by them in accordance with the national privacy principles.

5. How do we protect personal information?
At all times, we take great care to ensure your personal information is protected from unauthorised access, use, disclosure or alteration. We endeavour to ensure that our employees are aware of, and comply with, their obligations in relation to the handling of personal information. Only properly authorised employees are permitted to see or use personal information held by CoffeeVille and, even then, only to the extent that is relevant to their roles and responsibilities.



Your personal information will not be sold to any other organisation for that organisations' unrelated independent use. Further, we will not share your personal information with any organisations, other than those engaged by us to assist us in the provision of our products and services (as described above).

6. What about information you provide in job applications?

If you submit a job application to CoffeeVille, we will use the information provided by you to assess your application. In certain circumstances, CoffeeVille may disclose the information contained in your application to contracted service providers for purposes such as screening, aptitude testing, medical testing and human resources management activities.

As part of the application process, in certain circumstances, you may be required to complete a pre-employment health questionnaire. You may also be asked to undergo a pre-employment medical assessment. In that case, you will be asked to give specific consent to CoffeeVille to disclose your questionnaire to its service providers for the purposes of arranging the medical assessment and for the relevant service providers to disclose the results of the assessment to CoffeeVille.

If you refuse to provide any of the information requested by CoffeeVille, or to consent to the disclosure of the results of your medical assessment to CoffeeVille, we may be unable to consider your application.

7. What about information you provide in satisfaction surveys?

We value input into customer service. If you submit information or feedback to CoffeeVille we will use the data exclusively to improve customer service. For example, we will not divulge information to third parties except for this purpose. We will not use customer service information to market services to you or parties identified in surveys. Customer information associated with survey and feedback data for verification purposed will be treated in accordance with all relevant legislation such as privacy legislation. Customer information will be securely stored to prevent unauthorised access.

8. Is the personal information we hold accurate?

We endeavor to maintain your personal information as accurately as reasonably possible. However, we rely on the accuracy of personal information as provided to us both directly and indirectly. We encourage you to contact us if the personal information we hold about you is incorrect or to notify us of a change in your personal information.

9. How can you access or correct the personal information we hold about you?

Wherever possible and appropriate, we will let you see the personal information we hold about you and correct if it is wrong. If we do not allow you access to any part of the personal information we hold about you, we will tell you why.

10. CoffeeVille internet policy

CoffeeVille generally only collects personal information from its website when it is provided voluntarily by you. For example, when you send us an electronic message with a query about CoffeeVille or its products, we will generally use your information to respond to your query, to provide and market our services to you or as otherwise allowed or required by law.



For the same purposes, CoffeeVille may share your information with other members of the CoffeeVille strategic partners (including companies who are located outside Australia) and their respective service providers, agents and contractors. If we do this, we require these parties to protect your information in the same way we do.

When you visit this website or download information from it, our internet service provider (ISP) makes a record of your visit and records the following information:

- Your internet address
- Your domain name, if applicable
- Date and time of your visit to the website.

Our ISP also collects information such as the pages our users access, the documents they download, links from other sites they follow to reach our website, and the type of browser they use. However, this information is anonymous and is only used to statistical and website development purposes.

We use a variety of physical and electronic security measures, including restricting physical access to our offices, firewalls and secure databases to keep personal information secure from unauthorised use, loss or disclosure. However, you should keep in mind that the internet is not a secure environment. If you use the internet to send us any information, including your email address, it is sent at your own risk.

You have a right of access to personal information we hold about you in certain circumstances. If we deny your request for access, we will tell you why.

11. Use of cookies

A cookie is a small message given to your web browser by our web server. The browser stores the message in a text file, and the message is then sent back to the server each time the browser requests a page from the server.

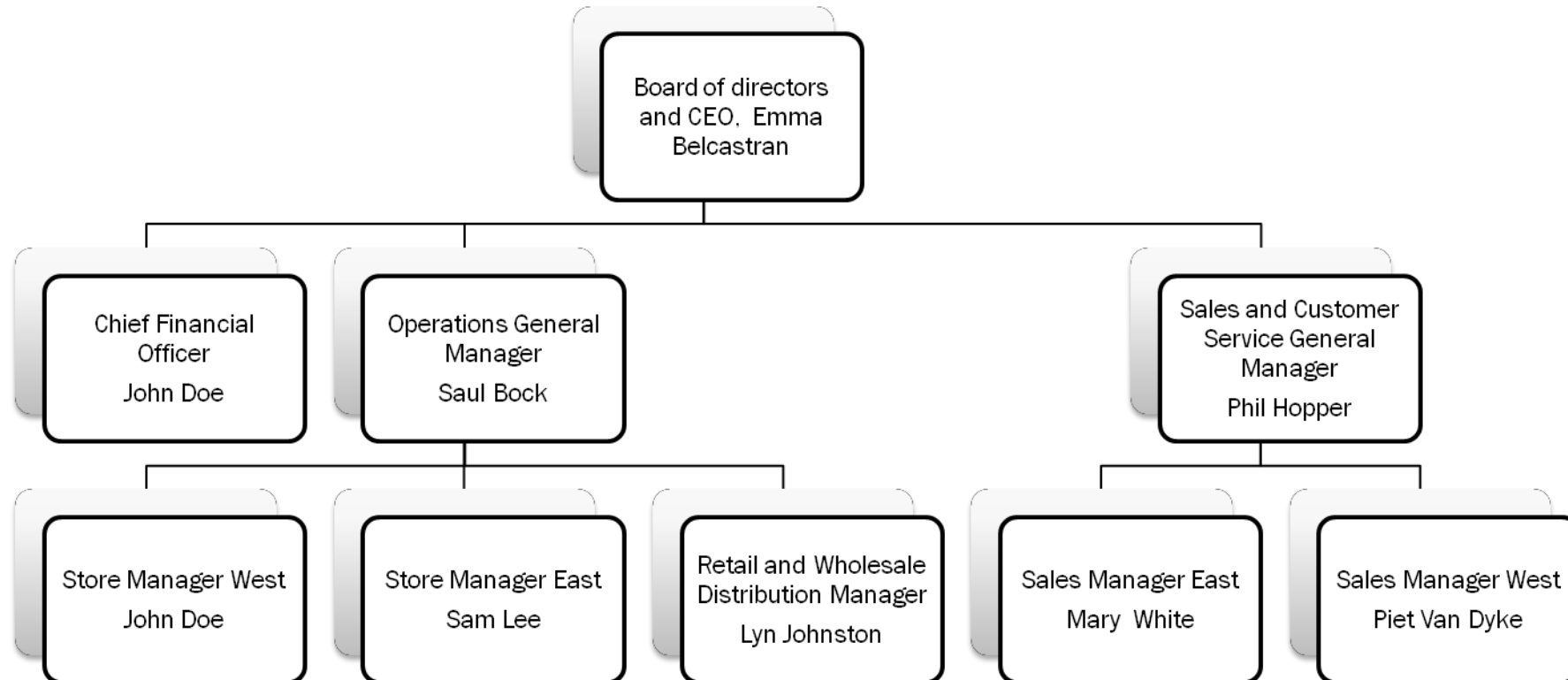
CoffeeVille makes limited use of cookies on this website. Cookies are used to measure usage sessions accurately, to gain a clear picture of which areas of the website attract traffic and to improve the functionality of our website.

When cookies are used on this website, they are used to store information relating to your visit such as a unique identifier, or a value to indicate whether you have seen a web page. We use session (not permanent) cookies. They are used to distinguish your internet browser from the thousands of other browsers. This website will not store personal information such as email addresses or other details in a cookie.

Most internet browsers are set up to accept cookies. If you do not wish to receive cookies, you may be able to change the settings of your browser to refuse all cookies or to notify you each time a cookie is sent to your computer, giving you the choice whether to accept it or not.



Appendix 4 – CoffeeVille Organisational





Appendix 5 – CoffeeVille Customer Service Survey (500 customers) completed at end of 2015

All information from survey is kept confidential in accordance with record-keeping and privacy policies and procedures.

Question 1	Yes	No
Do we normally meet your customer service expectations?	325	175

Question 2	1. Exceeds	2. Meets	3. Poor	4. Very poor
On scale of 1 to 4, how would you rate our customer service in relation to your expectations?	50	275	100	75

Question 3	Very important	Important	Slightly important	Not important
How important is our customer service in retaining your business?	275	150	50	25

Question 4	Reliability	Assurance	Tangibles	Empathy	Responsive - ness
Please rate the importance of aspects of customer service in order from 1 to 5. 1 is of most importance and 5 is of least importance.	5	4	2	1	3
	Average rating				

Customer service performance monitoring program results

Number of customer service issues reported and categorised into types.	Reliability	Assurance	Tangibles	Empathy	Responsive - ness
	50	50	60	60	50
	Total issues: 270				