

Title	Establish quality standards and customer service strategies for marketing operations		
Level	6	Credits	7

Purpose	<p>This unit standard is for people who have, or seek responsibility for, or provide advice for, establishing quality and customer service standards for marketing activities.</p> <p>People credited with this unit standard are able to: define quality and customer service in relation to marketing activities; assess the influences of quality and customer service on marketing mix decisions; and establish quality standards and customer service strategies for marketing operations.</p>
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Classification	Marketing > Generic Marketing
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Available grade	Achieved
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Guidance Information

- 1 Performance of outcomes of this unit standard will require adherence to the New Zealand Marketing Association Codes of Practice, or equivalent codes:
<http://www.marketing.org.nz/>.
- 2 Definitions

Products encompass goods and services, and ideas.

Marketing mix is product offerings, price strategies, promotional activities, distribution systems.

The enterprise will be an actual organisation which could be a small business enterprise, not-for-profit organisation, business operation, public sector organisation, or trans-national corporation.

Cultural factors relate to the basic values, perceptions, preferences, and behaviours a member of society learns from family and other important institutions, and how these impact on consumer behaviour.
- 3 References

Kotler, P. & Armstrong, G. *Principles of Marketing*. Prentice Hall: Various international editions.

Lamb, C.W., Hair, J.F., McDaniel, C., Summers, J., & Gardiner M. (2009) *MKTG*, (1st Asia Pacific Ed.). Cengage Learning: Australia.
- 4 Legislation relevant to this unit standard includes but is not limited to:
 - Privacy Act 1993
 - Major Events Management Act 2007
 - Consumer Guarantees Act 1993

Fair Trading Act 1986
Commerce Act 1986, Part II.

- 5 Recommended skills and knowledge:
Unit 2926, *Demonstrate knowledge of the principles of marketing*, or demonstrate equivalent knowledge and skills.

Outcomes and performance criteria

Outcome 1

Define quality in relation to specific marketing activities.

Performance criteria

- 1.1 Definition includes the degree to which products will meet customer needs, wants and expectations.
- 1.2 Definition includes how customer expectations, satisfaction and cost, and cultural differences are balanced.
- 1.3 Definition includes how the enterprise pursues quality in all facets of marketing activities.

Outcome 2

Define customer service in relation to marketing activities.

Performance criteria

- 2.1 Definition refers to the extent to which the enterprise can assist customers to maximise the value and benefits from the products they obtain.
- 2.2 Definition includes an analysis of methods of building customer loyalty, and developing partnerships that have mutual benefits for customers and the enterprise.
- 2.3 Definition takes into account cultural factors that affect the marketing of products and outcomes.

Outcome 3

Assess the influences of quality and customer service on marketing mix decisions.

Performance criteria

- 3.1 Product factors are assessed, and influences on product design and serviceability are identified in terms of the ability of the product to meet users' expectations and needs.
- Range product factors include the concepts of expected and augmented products.
- 3.2 Internal and external factors are assessed for their influence on pricing decisions, quality and customer service.
- Range internal factors include – marketing objectives, marketing mix strategy, costs, organisational considerations; external factors include – nature of the market and demand, competition, other environmental factors – economy, resellers, government.
- 3.3 Distribution factors are assessed in terms of methods of providing distinctive linkages between customers and products that enhance quality and customer service.
- 3.4 Promotion factors are assessed in terms of methods of communicating the quality and customer service features of products to the market.

Outcome 4

Establish quality standards and customer service strategies for marketing operations.

Performance criteria

- 4.1 Marketing research functions are identified that provide relevant, accurate, timely information in relation to customer service and quality.
- 4.2 Customer service strategies and quality standards are established that provide processes for effective communication and monitoring of customer service and quality throughout the enterprise.
- 4.3 Customer service strategies are established that define service goals in relation to product, pricing, distribution and promotion factors.
- 4.4 Customer service strategies are established that define the level of commitment required from personnel within the enterprise.
- 4.5 Customer service strategies are determined that establish criteria for service structures to meet service goals.
- 4.6 Customer service strategies are determined that establish relationship marketing criteria.
- 4.7 Customer service strategies are identified that establish processes for the recognition of cultural and ethnic values and expectations.

This unit standard is expiring. Assessment against the standard must take place by the last date for assessment set out below.

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	20 March 1995	31 December 2016
Revision	2	9 January 1998	31 December 2016
Revision	3	16 January 2001	31 December 2016
Review	4	19 November 2010	31 December 2016
Rollover and Revision	5	16 April 2015	31 December 2022
Review	6	12 December 2019	31 December 2022

Consent and Moderation Requirements (CMR) reference

0113

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.