



Australian Government

Assessment Requirements for SFLSOP007 Interact with floristry customers

Release: 1

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- communicate effectively and provide fundamental customer service during six customer interactions:
 - at least two must involve adapting to culturally different communication needs
- across those six customer interactions, cover:
 - two face-to-face communications
 - two communications via email
 - two communications via the telephone
 - resolution of two routine customer problems.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- importance of the customer within floristry businesses and expected service standards
- basic principles of positive customer service
- open and closed questioning techniques
- appropriate body language for customer service
- communication techniques to:
 - convey information clearly and concisely
 - resolve basic customer problems
- basic range of cultural differences in verbal and non-verbal communication
- verbal and non-verbal cues indicating customer understanding of information and problems
- essential features, conventions and usage of these types of communication media:
 - telephone
 - email
- range of typical routine customer problems that occur within floristry businesses:
 - incorrect pricing of products and services
 - delays in providing products or services
 - misunderstanding of customer requests

- providing incorrect products or services
- floristry industry and organisational:
 - types of customers
 - designated response times for acknowledging customers and their enquiry
 - personal presentation and hygiene standards
 - customer service policies and procedures including those for resolving routine customer service problems.

Assessment Conditions

Skills must be demonstrated in a floristry industry customer service environment. This can be:

- an industry workplace
- a simulated industry environment operated within a training organisation.

Assessment must ensure use of:

- computers and email service
- telephones
- organisational policies and procedures for:
 - customer service
 - resolving routine customer service problems
 - personal presentation and hygiene
- customers with whom the individual can interact; these can be:
 - paying customers an industry workplace who are served by the individual during the assessment process or
 - people who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation
- sufficient customer traffic that allows for prioritisation of tasks so that customers are served effectively in a logical sequence.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- hold a qualification or Statement of Attainment in Floristry which covers the skills and knowledge requirements in this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied the skills and knowledge covered in this unit of competency or equivalent.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>

