



**Australian Government**

**Assessment Requirements for SFLSOP008  
Provide quality service to floristry  
customers**

**Release: 1**

## **Assessment Requirements for SFLSOP008 Provide quality service to floristry customers**

### **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 quality customer service to these customer types:
  - one walk-in customer purchasing a general product
  - those with special needs:
    - one aged customer
    - one customer with language or cultural needs
  - those with special circumstances:
    - one customer purchasing floristry products for a funeral
    - one customer purchasing floristry products for a special occasion
- across those customer interactions, cover:
  - face-to-face communications
  - communications via written media
  - communications via the telephone
  - resolution of complaints.

### **Knowledge Evidence**

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

- principles of quality customer service and positive communication
- essential features, conventions and usage of these types of communication media:
  - telephone
  - email
  - letters
- appropriate:
  - voice tonality and volume
  - body language
- floristry industry expectations of service personnel:
  - professional service standards
  - attitudes to work with customers

- ethics of professional behaviour
- personal presentation and hygiene standards
- floristry industry and organisational:
  - types of internal and external customers; their service and communication expectations especially for customers with special service needs
  - customer service policies and procedures including those for complaint handling
  - procedures for the provision of relay services
  - key features of promotional services:
    - customer loyalty programs
    - discount vouchers
    - gift vouchers
    - newsletters
- general characteristics of the main social and cultural groups in Australian society and key aspects of their cultural and religious protocols and preferences for service and communication
- basic aspects of stresses faced by customers with special circumstances and communication techniques to manage these types of customers:
  - people purchasing floristry products for a funeral
  - people purchasing floristry products for a special occasion
- techniques to identify and resolve customer dissatisfaction and complaints.

## 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
- sample commercial documents for promotional services:
  - customer loyalty programs
  - discount vouchers
  - gift vouchers
  - newsletters
- organisational policies and procedures for:
  - customer service
  - resolving customer complaints
  - personal presentation and hygiene
- internal and external customers with whom the individual can interact; these can be:

- paying customers in 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 includes this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied 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>