



**Australian Government**

# **SFLSOP008 Provide quality service to floristry customers**

**Release: 1**

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## Modification History

Not applicable.

## Application

This unit describes the performance outcomes, skills and knowledge required to communicate effectively with and provide quality service to both internal and external customers. It requires the ability to establish rapport, determine and address customer needs and expectations and respond to complaints. Service provision could be face-to-face, via electronic means or over the telephone.

This unit applies to all floristry industry businesses including retail floristry shops, studio or online businesses and those that specialise in corporate or special events. It applies to those frontline service personnel who deal directly with customers on a daily basis and who work with some independence and under limited supervision and guidance from others. This includes retail florists, telephone sales agents, e-business sales personnel, studio florists and floral designers.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

## Pre-requisite Unit

Nil

## Competency Field

Sales and Operations

## Unit Sector

Floristry

## Elements and Performance Criteria

### ELEMENTS

Elements describe the essential outcomes.

1. Communicate with internal and external customers.

### PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1 Communicate with customers in a polite, professional and friendly manner.
- 1.2 Use appropriate language and tone in both written and spoken communication.

- 1.3 Use appropriate non-verbal communication.
- 1.4 Observe and respond to non-verbal communication of customers.
- 1.5 Show sensitivity to cultural and social diversity.
- 1.6 Use active listening and questioning to facilitate effective two way communication.
- 1.7 Select and use medium of communication appropriate for audience and situation.
2. Maintain personal presentation standards.
  - 2.1 Identify appropriate personal presentation in line with organisational policy, customer expectations, work location and activities.
  - 2.2 Practise high standards of personal presentation and hygiene.
3. Identify and meet customer needs
  - 3.1 Establish rapport with customers to promote goodwill and trust.
  - 3.2 Identify customer needs and expectations including customers with special needs.
  - 3.3 Meet all reasonable customer needs and requests promptly.
  - 3.4 Provide relay services to customers and meet special requests.
  - 3.5 Identify and act on opportunities to enhance service quality.
4. Develop a customer relationship.
  - 4.1 Maintain contact with customers until orders are complete.
  - 4.2 Develop rapport, provide empathy and special assistance to customers with special circumstances.
  - 4.3 Promote repeat business through offer of promotional services
5. Respond to customer complaints.
  - 5.1 Recognise customer dissatisfaction and take swift action to avoid escalation to a complaint.
  - 5.2 Respond to customer complaints and seek solutions in consultation with the customer.
  - 5.3 Resolve complaints according to level of individual responsibility and organisational policy.
  - 5.4 Refer complex service issues to relevant staff for action.
  - 5.5 Maintain a positive and cooperative manner at all times.

## Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance

criteria are listed below:

<b>Skill</b>	<b>Description</b>
Reading skills to:	<ul style="list-style-type: none"><li>• interpret:<ul style="list-style-type: none"><li>• messages, notes, emails, letters, online communications of varying complexity</li><li>• detailed organisational customer service policies and procedures.</li></ul></li></ul>
Writing skills to:	<ul style="list-style-type: none"><li>• produce clear and concise customer messages, notes, emails, letters and online communications.</li></ul>
Planning and organising skills to:	<ul style="list-style-type: none"><li>• deal with customer enquiries in a logical sequence so that customers are served effectively.</li></ul>
Technology skills to:	<ul style="list-style-type: none"><li>• operate telephone equipment and use electronic communication media.</li></ul>

## Unit Mapping Information

No equivalent unit.

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1f7e7a66-4c60-4b1c-8616-a3e693d9d8b9>