



**Australian Government**

**Department of Education, Employment and Workplace Relations**

# **SIRXCCS304 Coordinate interaction with customers**

**Release: 1**

## **SIRXCCS304 Coordinate interaction with customers**

### **Modification History**

The version details of this endorsed unit are in the table below. The latest information is at the top.

<b>Release</b>	<b>Comments</b>
First Release	This is a revised unit, based on and equivalent to SIRXCCS003A Coordinate interaction with customers.

### **Unit Descriptor**

This unit describes the performance outcomes, skills and knowledge required to coordinate interaction with customers. It involves implementing customer service standards, implementing store policy regarding customer complaints, communicating with management, and leading a customer service team.

This unit covers the ability to coordinate a customer service team, provide accurate feedback to management on operational and procedural matters related to customer service, and supervise the resolution of customer complaints according to store policy.

### **Application of the Unit**

The unit applies to staff with team leadership and managerial responsibility.

### **Licensing/Regulatory Information**

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

### **Pre-Requisites**

Nil

### **Employability Skills Information**

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

### Elements and Performance Criteria

#### Element

#### Performance

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

1. Implement customer service standards.

- 1.1. Monitor *service standards* according to *store policy*.
- 1.2. Identify deficiencies in service and take action as required according to store policy.
- 1.3. Convey store and *legislative policies and procedures* in relation to customer service provision to *team* members.
- 1.4. Give *feedback* on quality of service provision to team members and management on a regular basis and according to store policy.

2. Implement store policy regarding customer complaints.

- 2.1. Monitor service standards to ensure store policy in regard to customer complaints is implemented by sales staff.
- 2.2. Authorise, action, or refer to a higher authority procedures to resolve customer complaints according to store policy.
- 2.3. Satisfy *customers'* special needs where appropriate according to store policy.

3. Communicate with management.

- 3.1. Refer to management current store policies on customer service issues that may affect the operation of the department or section.
- 3.2. Provide *operational information* to management and other supervisors in order to facilitate customer service planning.

4. Lead customer service team.

- 4.1. Interpret and communicate store policy and procedures and apply to store operation.
- 4.2. Motivate, coach and mentor team members to achieve a high standard of service to customers.
- 4.3. Ensure team access to current information on staff issues and operations.
- 4.4. Clarify, plan and allocate team tasks in consultation with staff to ensure effective day-to-day store operations and efficient use of human resources.
- 4.5. Inform team of changes in store service policy and procedures that affect their roles and responsibilities.
- 4.6. Provide feedback to team in regard to achievement or non-achievement of agreed service standards and performance targets in line with standard store policy and procedures.
- 4.7. Encourage team members to contribute feedback in regard to

achievement of performance targets and to offer suggestions for improved processes.

4.8. Handle routine problems using appropriate *problem-solving* techniques and refer to management if required.

## Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

### Required skills

- communication and interpersonal skills to:
  - coach and give feedback
  - lead teams
  - make group presentations
  - negotiate, persuade and motivate
  - participate in performance analysis
  - question, listen and observe
  - use verbal and non-verbal communication
- literacy skills to:
  - complete a proforma for feedback to management
  - read and interpret store policy and procedures
- problem-solving skills to handle routine problems

### Required knowledge

- interpersonal communication techniques
- lines of communication to staff and management
- merchandise and service range of the store
- relevant industry codes of practice relating to interaction with customers
- store policy and procedures in regard to:
  - customer service
  - customer complaints about products or individual staff
  - staff supervision
  - monitoring team performance
  - discipline
  - grievance handling
  - allocating duties and responsibilities
  - meetings
  - store appraisal

## Evidence Guide

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

### **Critical aspects for assessment and evidence required to demonstrate competency in this unit**

Evidence of the following is essential:

- proactively coordinates a team in the provision of quality customer service according to store policy by:
  - allocating tasks
  - applying store policy
  - consulting with staff
  - conveying relevant information
  - identifying deficiencies
  - monitoring performance
  - motivating staff
  - solving routine problems
- provides accurate feedback to management on operational and procedural matters related to provision of customer service
- supervises the resolution of customer complaints according to store policy.

### **Context of and specific resources for assessment**

Assessment must ensure access to:

- a retail work environment
- relevant documentation, such as:
  - industry codes of practice
  - legislation and statutory requirements
  - reporting proformas
  - store policy and procedures manuals
- a range of customers with different requirements
- a client service team.

### **Method of assessment**

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- customer feedback
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

### **Guidance information for assessment**

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.



## Range Statement

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

***Service standards*** may apply to:

- all store activities
- internal and external customers.

***Store policy*** may relate to:

- customer service
- dealing with customer complaints
- staff supervision.

***Legislative policies and procedures*** may include:

- liquor licensing regulations
- lottery legislation
- sale of second-hand goods
- sale of X and R-rated products
- tobacco laws
- Australian consumer law
- trading hours
- transport, storage and handling of goods.

***Teams*** may include:

- corporate team
- small work team
- store team.

***Feedback*** may include:

- informal and formal meetings
- presentations
- verbal reports
- written reports.

***Customers*** may include:

- customers with a range of social, cultural and ethnic backgrounds and physical and mental abilities
- customers with routine or special needs
- internal or external customers
- new and existing customers.

***Operational information*** may include:

- routine or busy trading times
- sales trends
- varying levels of staff training.

***Problem solving*** may be affected by:

- resource implications
- store policy and procedures.

## **Unit Sector(s)**

Cross-Sector

## **Competency Field**

Client and Customer Service