



**Australian Government**

# **SITXCCS303 Provide service to customers**

**Release 1**

## SITXCCS303 Provide service to customers

### Modification History

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

Version	Comments
1.0	N  Replaces but is not equivalent to SITXCOM001A Work with colleagues and customers.  Title changed to better reflect the intent and content of the unit. Updated and re-categorised to Client and Customer Service.

### Unit Descriptor

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 with customers, determine and address customer needs and expectations and respond to complaints.

### Application of the Unit

This unit applies to all tourism, hospitality and event sectors.

It applies to those frontline service personnel who deal directly with customers on a daily basis and who operate with some level of independence and under limited supervision. They work in reception areas, in an office, back-of-house and on tour or on site. This includes food and beverage attendants, concierge staff, guides, front office personnel, tour coordinators, event coordinators and retail travel consultants.

### Licensing/Regulatory Information

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

### Pre-Requisites

Not applicable.

## **Employability Skills Information**

This unit contains employability skills.

## Elements and Performance Criteria Pre-Content

### Elements and Performance Criteria

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.

- |   |   |
|---|---|
| <p>1. Communicate with internal and external customers.</p> | <p>1.1 <b><i>Communicate</i></b> with <b><i>customers</i></b> in a polite, professional and friendly manner within designated response times.</p> <p>1.2 Use appropriate language and tone in both written and spoken communication.</p> <p>1.3 Use appropriate <b><i>non-verbal communication</i></b>.</p> <p>1.4 Observe and respond to non verbal communication of customers.</p> <p>1.5 Use active listening and questioning to facilitate effective two way communication.</p> <p>1.6 Select a <b><i>medium of communication</i></b> appropriate for the audience and <b><i>situation</i></b>.</p> |
| <p>2. Deliver service according to defined standards.</p>   | <p>2.1 Practise high standards of <b><i>personal presentation</i></b> and hygiene according to organisational requirements.</p> <p>2.2 Follow organisational customer service <b><i>policies and procedures</i></b>.</p> <p>2.3 Adhere to professional standards expected of service industry personnel.</p>  |
| <p>3. Provide service to customers.</p>                     | <p>3.1 Establish rapport with the customer to promote goodwill and trust during service delivery.</p> <p>3.2 Identify customer needs and expectations, including <b><i>customers with special needs</i></b>.</p> <p>3.3 Promptly meet all reasonable customer needs and requests.</p> <p>3.4 Identify and anticipate operational problems and take action to minimise the effect on customer satisfaction.</p> <p>3.5 Recognise and act upon opportunities to deliver additional levels of service beyond the customer's immediate request.</p>   |
| <p>4. Respond to customer complaints.</p>                   | <p>4.1 Proactively recognise customer dissatisfaction and take swift action to avoid escalation to a complaint.</p> <p>4.2 Respond to <b><i>customer complaints</i></b> positively, sensitively and politely.</p> <p>4.3 Seek solutions by consulting the customer.</p> <p>4.4 Resolve complaints according to individual empowerment and organisational policy.</p>  |

- 4.5 Refer complex service issues to a higher level staff member for action.
  - 4.6 Maintain a positive and cooperative manner at all times.
- 5. Provide internal feedback on customer service practices.
  - 5.1 Provide ongoing internal feedback on service practices, policies and procedures, and suggest improvements.
  - 5.2 Identify individual and recurring complaints and provide internal feedback to avoid future occurrence.

## Required Skills and Knowledge

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

### Required skills

- communication skills to:
  - interact with customers in a polite, professional and friendly manner
  - develop rapport
  - respond to customers with diverse and special needs and expectations
  - discuss customer complaints with colleagues and supervisors
- literacy skills to:
  - read and interpret messages, notes, emails, letters, online communications and policies and procedures
  - write clear and concise messages, notes, emails, faxes letters and online communications
- problem-solving skills to recognise customer dissatisfaction and resolve or refer complaints
- self-management skills to deal with customer enquiries in a logical sequence
- teamwork skills to provide feedback on service practices, policies and procedures and suggest improvements
- technology skills to use electronic communication media.

### Required knowledge

- the principles of quality customer service and positive communication
- appropriate voice tonality and volume
- appropriate body language for customer service
- value of staff and customer feedback in enhancing service delivery
- for the specific industry sector:
  - professional service standards expected of service industry personnel
  - attitudes and attributes expected by the service industries to work with customers
  - standards of personal presentation and hygiene
  - different customer service and communication expectations especially those with special service needs
- for the particular organisation:
  - types of internal and external customers
  - designated response times for acknowledging customers and their enquiry
  - personal presentation and hygiene standards
  - customer service policies and procedures including those for complaint handling
- the essential features, conventions and usage of different types of communication media.

## 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.

### Overview of assessment

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

Evidence of the ability to:

- provide quality customer service on multiple occasions and cover a range of diverse customer service situations, including the resolution of complaints
- communicate effectively with a variety of internal and external customers including those with special needs
- demonstrate knowledge of professional service standards expected of service industry personnel
- complete service within commercial time constraints and designated response times so that all customers are served effectively.

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

Assessment must ensure use of:

- a real or simulated tourism, hospitality or event industry customer service environment where customers are served
- current commercial customer service policies and procedures including those for complaint handling
- customers with whom the individual can interact.

#### **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:

- direct observation, using role plays, of the individual:
  - serving customers
  - dealing with complaints
  - providing feedback on customer service practices
- use of problem-solving exercises so the individual can identify reasons for complaints and provide suggested solutions
- written or oral questioning to assess knowledge of:
  - professional service standards expected of service industry personnel
  - personal presentation standards
  - customer service policies and procedures
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the

individual.

**Guidance information for  
assessment**

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- SITHACS303 Provide accommodation reception services
- SITHFAB307 Provide table service of food and beverage
- SITTGDE401 Coordinate and operate tours
- SITTTOP403 Operate tours in a remote area
- SITTTSL303 Sell tourism products and services
- SITXCCS302 Provide club reception services
- SITXCOM201 Show social and cultural sensitivity.



## 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 candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Ways to *communicate* with customers may be:

- by telephone
- by written format:
  - handwritten
  - electronic
  - hard copy letter
- face-to-face
- formal
- informal using abbreviations
- verbal
- varied according to the needs of the customer, including:
  - use of an interpreter
  - use of appropriate voice tonality and volume
  - use of basic gestures
  - use of languages other than English including Australian Indigenous languages
  - use of visual aids:
    - photographs
    - sketches
    - product information sheets.

*Customers* may be:

- committees
- external:
  - business to business
  - corporate
  - e-business
  - government
  - online
  - the media
  - retail
- internal:
  - colleagues
  - managers
  - members of a team
  - staff from other departments, branches or locations

- Non-verbal communication*** may involve:
- supervisors
  - new or regular
  - visitors.
  - body language
  - culturally specific communication customs and practices
  - dress and accessories
  - gestures and mannerisms
  - use of space
  - voice tonality and volume.
- Medium of communication*** may include:
- assistive technology, e.g. telephone typewriter (TTY)
  - email or other electronic communication
  - face-to-face
  - fax
  - simple written messages, such as restaurant bookings or phone messages
  - standard forms and pro formas
  - telephone
  - through interpreters
  - two-way communication systems.
- Situation*** may involve:
- access of the sender and receiver to necessary equipment
  - degree of formality required
  - required format
  - technical and operational features to fulfil the need
  - technical skills required to use the medium
  - urgency and timeframes.
- Personal presentation*** may involve:
- attire, shoes and accessories
  - complying with organisational policy for personal presentation
  - hair and grooming
  - hands and nails
  - impacts on different types of customers
  - jewellery
  - personal hygiene
  - specific requirements for particular work functions
  - wearing of:
    - clothes that do not offend organisation customer base
    - clothes to suit different work locations
    - promotional clothing for special events
    - uniform items within the organisational policy

directives.

***Policies and procedures*** may relate to:

- acknowledging and greeting customers:
  - addressing the person by name
  - modes of greeting and farewelling
- complaint and dispute management
- empowerment of different levels of personnel to resolve:
  - complaints
  - disputes
  - service issues
  - customer compensation
- loyalty programs
- presentation standards for:
  - customer environment
  - customer service personnel
  - documents and promotional materials
- pricing guarantees
- product quality
- refunds and cancellation fees
- response times
- service guarantees
- training staff for:
  - customer service
  - complaint handling
- use of standard letters and pro formas.

***Customers with special needs*** may include:

- aged people
- parents with young children
- pregnant women
- those with a disability
- those with special cultural or language needs
- unaccompanied children.

***Customer complaints*** may involve:

- customers with unmet expectations of products and services
- difficult or demanding customers
- incorrect pricing or quotes
- other team members or suppliers not providing special requests
- misunderstandings or communication barriers
- problems or faults with the product
- problems with the service, such as delays or incorrect orders.

## **Unit Sector(s)**

Cross-Sector

## **Competency Field**

Client and Customer Service