



**Australian Government**

# **AVΠ4015 Monitor and enhance customer service excellence**

**Release: 2**

# **AVII4015 Monitor and enhance customer service excellence**

## **Modification History**

Release 2. This is the second release of this unit of competency in the AVI Aviation Training Package.

Release 1. This is the first release of this unit of competency in the AVI Aviation Training Package.

## **Application**

This unit involves the skills and knowledge required to monitor and enhance customer service excellence.

It includes delivering excellence in customer service, monitoring and adjusting customer service performance, and seeking information from customers and staff. It also includes developing approaches to enhance customer service, and encouraging staff to take responsibility for customer service problems.

This unit addresses aviation non-technical skill requirements (mental, social and personal-management abilities) related to customer service duties of aviation personnel, and contributes to safe and effective performance in complex aviation operational environments.

Operations are conducted as part of recreational, commercial and military aircraft activities across a variety of operational contexts within the Australian aviation industry.

Work is performed independently or under limited supervision within a single-pilot or multi-crew environment.

No licensing, legislative, regulatory or certification requirements are applicable to this unit at time of publication.

Use for Defence Aviation is to be in accordance with relevant Defence Orders, instructions, publications and regulations.

## **Pre-requisite Unit**

Not applicable.

## **Competency Field**

I – Customer Service

## Unit Sector

Not applicable.

## Elements and Performance Criteria

### ELEMENTS

Elements describe the essential outcomes.

### PERFORMANCE CRITERIA

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

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| <b>1 Deliver excellence in customer service</b>          | <p><b>1.1</b> Customer service expectations are consistently exceeded</p> <p><b>1.2</b> Quality, safety, resource and delivery standards are consistently met</p> <p><b>1.3</b> Aviation operator customer records are maintained accurately in accordance with airline systems and procedures</p>   |
| <b>2 Monitor and adjust customer service performance</b> | <p><b>2.1</b> Customer service performance standards are monitored and reviewed using a range of systems and techniques</p> <p><b>2.2</b> Appropriate adjustments to ensure customer satisfaction is maintained, are made decisively and promptly, and are an accurate reflection of company procedures</p> <p><b>2.3</b> Resource requirement changes are organised in advance wherever and whenever possible in accordance with company procedures</p> <p><b>2.4</b> Negative impact events and factors are promptly identified and actions are taken to minimise effect and to prevent recurrence</p> <p><b>2.5</b> Peer coaching and mentoring support is provided to assist colleagues to meet and enhance company customer service standards</p> |
| <b>3 Seek information from customers and staff</b>       | <p><b>3.1</b> Regular feedback on service quality is sought and obtained from internal and external customers using a variety of data collection methods</p> <p><b>3.2</b> Customers and colleagues are encouraged to comment on continuous improvement methods implemented, to ensure service excellence</p> <p><b>3.3</b> Customer and colleague feedback is acknowledged and followed up as appropriate</p>   |

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| <b>4 Develop approaches to enhance customer service</b>                       | <b>4.1</b> | Customer quality service initiatives are identified and forwarded to appropriate personnel      |
|   | <b>4.2</b> | Customer service performance information is communicated clearly with colleagues                |
|   | <b>4.3</b> | Participation in developing new approaches or initiatives to customer service is undertaken     |
| <b>5 Encourage staff to take responsibility for customer service problems</b> | <b>5.1</b> | Coaching and support is provided to assist colleagues in handling difficult customer situations |
|   | <b>5.2</b> | Responsibility for service delivery and customer satisfaction is taken                          |
|   | <b>5.3</b> | Customer service relationship development opportunities are discussed with team members         |
|   | <b>5.4</b> | Appropriate responses are made to team member suggestions in a timely manner                    |

## Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

## Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the AVI Aviation Training Package Companion Volume Implementation Guide.

## Unit Mapping Information

This unit replaces and is equivalent to AVII4015A Monitor and enhance customer service excellence.

## Links

AVI Training Package Companion Volume Implementation Guide available on VET Net: - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=4725260a-0af3-4daf-912b-ef1c2f3e5816>