



**Australian Government**

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

# **A VII4015A Monitor and enhance customer service excellence**

**Revision Number: 1**

## **AVII4015A Monitor and enhance customer service excellence**

### **Modification History**

Not applicable.

### **Unit Descriptor**

#### **Unit Descriptor**

This unit involves the skills and knowledge required to organise, monitor and enhance the levels of customer service within an airline. Licensing, legislative, regulatory or certification requirements are applicable to this unit.

### **Application of the Unit**

#### **Application of the Unit**

Work must be carried out in accordance with workplace standards and procedures for the provision of customer service.

Work is performed under limited supervision. It involves the application and monitoring of enhanced customer service principles and procedures to day-to-day interactions with internal and external customers during workplace operations.

### **Licensing/Regulatory Information**

Not applicable.

### **Pre-Requisites**

Not applicable.

### **Employability Skills Information**

#### **Employability Skills**

This unit contains employability skills.

## **Elements and Performance Criteria Pre-Content**

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Assessment of performance is to be consistent with the evidence guide.

## Elements and Performance Criteria

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
<b>1 Deliver excellence in customer service</b>	1.1 Customer service expectations are consistently exceeded 1.2 Quality, safety, resource and delivery standards are consistently met 1.3 Airline records are maintained accurately in accordance with airline systems and procedures
<b>2 Monitor and adjust customer service performance</b>	2.1 Customer service performance standards are monitored and reviewed using a range of systems and techniques 2.2 Appropriate adjustments to ensure customer satisfaction is maintained are made decisively and promptly and as an accurate reflection of company procedures 2.3 Resource requirement changes are organised in advance wherever and whenever possible in accordance with company procedures 2.4 Negative impact events and factors are promptly identified and actions are taken to minimise effect and prevent recurrence 2.5 Peer coaching and mentoring support is provided to assist colleagues to meet and enhance company customer service standards
<b>3 Seek information from customers and staff</b>	3.1 Regular feedback on service quality is sought and obtained from internal and external customers using a variety of data collection methods 3.2 Devising improved methods for ensuring service excellence is encouraged among customers and colleagues 3.3 Customer and colleague feedback is acknowledged and followed up as appropriate
<b>4 Develop approaches to enhance customer service</b>	4.1 Initiatives to enhance the quality of customer service are identified and forwarded to appropriate personnel 4.2 Reasons for exchanging customer service performance information are communicated clearly with colleagues 4.3 Participation in the development of new approaches/initiatives to customer service is undertaken
<b>5 Encourage staff to take responsibility for customer service problems</b>	5.1 Coaching and support is provided to assist colleagues in handling difficult customer situations 5.2 Responsibility for service delivery and customer satisfaction is assumed 5.3 Opportunities for improving customer relationships are discussed among the whole team and constructive suggestions are made 5.4 Appropriate responses are made to colleagues' suggestions in a timely manner



## Required Skills and Knowledge

### REQUIRED KNOWLEDGE AND SKILLS

This describes the essential knowledge and skills and their level required for this unit.

#### Required knowledge:

- Relevant duty of care responsibilities
- Relevant OH&S and environmental procedures and regulations
- Airline company structure, products, services, policies and procedures
- Airline company customer service principles and philosophies
- Leadership principles
- Workplace procedures relevant to work activities
- Customer service, quality and continuous improvement principles, policies and procedures
- Feedback and coaching techniques
- Resource management (human and financial)
- Legal issues that relate to quality service management
- Types of operations carried out in the workplace concerned
- Sources of information and documentation needed for workplace operations

#### Required skills:

- Communicate effectively with others when monitoring and enhancing customer service excellence, including the use of telephone techniques, public speaking system and other communication devices
- Effectively use interpersonal skills
- Effectively handle customer queries and complaints
- Read and interpret instructions, procedures, information and labels relevant to the provision of customer service
- Interpret and follow operational instructions and prioritise work
- Complete documentation related to the monitoring and enhancing of customer service excellence
- Write simple reports and records of inquiries
- Work collaboratively with others when monitoring and enhancing customer service excellence
- Adapt appropriately to cultural differences in the workplace, including modes of behaviour, communication and interactions with others
- Promptly report and/or rectify any identified problems that may arise when monitoring and enhancing customer service excellence, in accordance with regulatory requirements and workplace procedures
- Implement contingency plans for unexpected events that may arise when monitoring and enhancing service excellence

**REQUIRED KNOWLEDGE AND SKILLS**

- Apply precautions and required action to minimise, control or eliminate hazards that may exist during work activities
- Monitor and anticipate operational problems and hazards and take appropriate action
- Monitor work activities in terms of planned schedule
- Modify activities depending on differing operational contingencies and environments
- Work systematically with required attention to detail without injury to self or others, or damage to goods or equipment
- Adapt to differences in equipment and operating environment in accordance with standard operating procedures
- Select and use required personal protective equipment conforming to industry and OH&S standards
- Implement OH&S and security procedures according to relevant regulations
- Identify and correctly use equipment required when monitoring and enhancing customer service excellence

# Evidence Guide

## EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required knowledge and skills, the range statement and the assessment guidelines for this Training Package.

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

- The evidence required to demonstrate competency in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria of this unit and include demonstration of applying:
  - the underpinning knowledge and skills
  - relevant legislation and workplace procedures
  - other relevant aspects of the range statement

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

- Performance is demonstrated consistently over a period of time and in a suitable range of contexts
- Resources for assessment include:
  - a range of relevant exercises, case studies and/or other simulated practical and knowledge assessment, and/or
  - access to an appropriate range of relevant operational situations in the workplace
  - In both real and simulated environments, access is required to:
    - relevant and appropriate materials and equipment, and
    - applicable documentation including workplace procedures, regulations, codes of practice and operation manuals

### **Method of assessment**

- Assessment of this unit must be undertaken by a registered training organisation
- As a minimum, assessment of knowledge must be conducted through appropriate written/oral tests
- Practical assessment must occur:
  - through activities in an appropriately simulated environment at the registered training organisation, and/or
  - in an appropriate range of situations in the workplace



## Range Statement

### 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.

- |   |  |
|---|--|
| Customer service is provided:   | <ul style="list-style-type: none"> <li>• in all areas of both ground operations and service and flight operations. This includes the provision of a range of services and/or the collection, movement, storage and delivery of equipment, goods, materials, passengers and various forms of freight</li> </ul>   |
| Workplace activities may be conducted:  | <ul style="list-style-type: none"> <li>• by day or night</li> <li>• in any weather conditions</li> </ul>   |
| Customers may be:   | <ul style="list-style-type: none"> <li>• internal or external</li> </ul>   |
| Requirements for work may include:  | <ul style="list-style-type: none"> <li>• site restrictions and procedures</li> <li>• relevant domestic and international regulations</li> <li>• security procedures</li> <li>• communications equipment</li> <li>• hours of operation</li> <li>• authorities and permits</li> <li>• use of safety and personal protective equipment</li> </ul>                             |
| Consultative processes may involve:   | <ul style="list-style-type: none"> <li>• existing and potential customers/clients</li> <li>• other employees and supervisors</li> <li>• suppliers</li> <li>• manufacturers</li> <li>• relevant authorities</li> <li>• management</li> <li>• union representatives</li> <li>• OH&amp;S specialists</li> <li>• other maintenance, professional or technical staff</li> </ul> |
| Communications systems may involve:   | <ul style="list-style-type: none"> <li>• face-to-face conversation</li> <li>• telephone</li> <li>• fax</li> <li>• email</li> <li>• electronic data transfer of information (EDI)</li> <li>• mail</li> <li>• personal announcement systems (PA)</li> </ul>  |
| Depending on the type of organisation concerned and the local terminology used, workplace procedures may include: | <ul style="list-style-type: none"> <li>• company procedures</li> <li>• workplace procedures</li> <li>• organisational procedures</li> <li>• established procedures</li> </ul>  |

## RANGE STATEMENT

Documentation/records may include:

- workplace procedures and customer service standards
- job specifications
- operations manuals and instructions
- induction documentation
- competency standards and training materials
- manufacturers specifications, instructions and advice including material safety data sheets
- workplace operating procedures and policies
- supplier and/or client instructions
- relevant Australian and international regulations, codes, standards and certification requirements
- OH&S procedures
- quality assurance procedures
- emergency procedures
- customer service manuals
- continuous improvement processes
- relevant state/territory and international regulations, codes and procedures
- relevant Australian and international standards and certification requirements
- dangerous goods and hazardous substances codes and regulations
- relevant state/territory OH&S legislation
- relevant state/territory environmental protection legislation
- relevant anti-discrimination legislation
- relevant privacy and confidentiality legislation
- relevant freedom of information requirements

Applicable regulations and legislation may include:

## Unit Sector(s)

Not applicable.

## Competency field

Competency Field

I - Customer Service