



Australian Government

SIRCCCS002 Provide and promote services to pharmacy customers

Release: 1

SIRCCCS002 Provide and promote services to pharmacy customers

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to use communication skills to engage with diverse customers to determine their needs, take opportunities to enhance the quality of service provided and promote additional services. It requires the ability to respond to difficult behaviour and complaints. Service provision could be face-to-face, via electronic means or over the telephone.

This unit applies to those frontline service personnel who deal with customers on a daily basis. They work with some independence, under limited supervision and guidance from others but ultimately under the supervising pharmacist.

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

Pre-requisite Unit

Nil

Competency Field

Client and Customer Service

Unit Sector

Community Pharmacy

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 within designated response times.
- 1.2. Use appropriate language and tone in both written and spoken communication.
- 1.3. Observe, respond to and use appropriate non verbal communication.

- 1.4. Use active listening and questioning to facilitate effective two way communication.
 - 1.5. Select and use communication medium and format appropriate to the situation.
2. Provide service to customers.
 - 2.1. Respect and respond to diverse customers and their varying needs.
 - 2.2. Establish rapport with customers to promote goodwill and trust during service delivery.
 - 2.3. Identify customer needs and expectations using tact and discretion.
 - 2.4. Recognise and respond to customers with special needs, and adapt communication style accordingly.
 - 2.5. Anticipate customer questions and provide appropriate scope and depth of information to meet their needs.
 - 2.6. Provide appropriate service time and special assistance to customers with special needs.
 - 2.7. Monitor time and proactively communicate with customers to manage competing customer service priorities.
 - 2.8. Identify high-risk customers and refer to relevant colleagues when services needs go beyond scope of own job role.
3. Enhance and promote services.
 - 3.1. Identify and take opportunities to enhance service quality beyond immediate requests of customers.
 - 3.2. Use communication skills to engage with customers and anticipate broader customer needs.
 - 3.3. Consider full range of products and services offered when providing services.
 - 3.4. Recognise potential health care support needs and provide current and accurate information on options.
 - 3.5. Regularly obtain information to update knowledge of current and new pharmacy health care support services.
4. Respond to behaviours of concern.
 - 4.1. Identify potential for conflict and take swift and tactful action to prevent escalation.
 - 4.2. Deal with behaviours of concern firmly and diplomatically using resolution techniques to manage challenging circumstances.
 - 4.3. Take action discreetly to minimise impact on other customers.
 - 4.4. Prioritise safety of self and others, identify threats and request assistance.
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 positively, sensitively and politely.
- 5.3. Seek solutions by consulting the customer.
- 5.4. Resolve complaints according to individual empowerment and organisational policy.
- 5.5. Refer complex service issues to relevant colleagues according to organisational procedures.
- 5.6. 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 here, along with a brief context statement.

- Reading skills to:
- interpret written customer communications of varying complexity.
- Technology skills to:
- use online information systems
 - operate telephone equipment.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>