



Australian Government

Assessment Requirements for SIRXCEG003 Build customer relationships and loyalty

Release: 1

Assessment Requirements for SIRXCEG003 Build customer relationships and loyalty

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- provide current, accurate and relevant information and assistance to four different customers regarding the following to build customer brand loyalty:
 - promotional activities
 - products and services
 - brand or business customer benefits
- identify trends in customer purchasing patterns and make recommendations that enhance customer service and loyalty
- take appropriate action to resolve two escalated customer complaints.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- techniques for:
 - providing personalised extemporaneous customer service
 - anticipating customer preferences, needs and expectations throughout the service experience
 - building customer loyalty
 - resolving escalated customer complaints
 - pacifying dissatisfied customers
- commercial benefits of building customer relationships and loyalty
- industry and organisational:
 - professional service standards
 - attitudes and attributes expected when engaging with customers
 - different customer service needs and expectations
 - types of customer benefits
 - essential features and use of customer databases
- key aspects of Australian consumer and privacy law as relevant to customer interactions.

Assessment Conditions

Skills must be demonstrated in a services industry environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- relevant documentation:
 - industry and organisational:
 - professional service standards
 - attitudes and attributes expected when engaging with customers
 - different customer service needs and expectations
 - types of customer benefits
- current plain English regulatory documents distributed by government regulators for:
 - Australian Consumer Law
 - privacy law
- customers; these can be:
 - individuals in an industry workplace, or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>