Assessment Requirements for
SIRXCEG006 Provide online customer service
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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:

- identify customer requirements and provide online customer service to address requirements, across four different online customer interactions
- provide service to the above customers following organisational online customer service standards and procedures
- follow organisational customer service standards and procedures to:
  - resolve a customer complaint
  - resolve a customer difficulty
  - process an online refund
  - process an online exchange
- make suggestions for improved online customer service standards and procedures.

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

- key legal and ethical considerations as related to online customer service provision:
  - Australian Consumer Law
  - privacy
- organisational policies and procedures:
  - processing refunds and exchanges online
  - recording customer information
- organisational online customer service standards:
  - response times
  - communication styles
  - handling customer complaints
  - reporting customer services issues
- key aspects of online communication:
  - written communication techniques
  - appropriate communication styles
  - role and use of tone in written communication
• maintaining brand integrity
• common causes of customer complaints and difficulties in an online environment
• online customer service provision and techniques for:
  • identifying customer dissatisfaction
  • handling customer complaints
  • handling customer difficulties
  • generating customer loyalty
  • building rapport with customers
  • seeking referrals and user generated content
• role and impact of customer feedback in an online environment:
  • positive feedback
  • negative feedback
• commercial impact of:
  • unresolved customer complaints
  • customer dissatisfaction
  • refunds and exchanges.

Assessment Conditions
Skills must be demonstrated in a service industries environment. This can be:
• an industry workplace
• a simulated industry environment.

Assessment must ensure access to:
• relevant documentation:
  • organisational policies and procedures:
    • processing refunds and exchanges online
    • recording customer information
  • organisational online customer service standards:
    • response times
    • communication styles
    • handling customer complaints
    • reporting customer service issues
• information technology hardware and software
• online communication tools
• online information systems
• online customers with whom the individual can interact. 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 -
https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d