



Australian Government

Department of Education, Employment and Workplace Relations

SIRXCCS002A Interact with customers

Revision Number: 1

SIRXCCS002A Interact with customers

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to deliver service to customers. It entails being able to communicate effectively with customers, respond to their complaints, receive and process sales orders and identify special customer requirements.
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Application of the Unit

Application of the unit	This unit applies to frontline service personnel. It requires the team member to demonstrate consistent application of store policies and industry codes of practice to provide a quality service environment by treating customers and team members in a courteous and professional manner through all stages of the service and sales procedure, and to accurately identify and resolve customer complaints.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

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. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Deliver service to customers.	<p>1.1 Conduct <i>communication</i> with <i>customers</i> in a professional, courteous manner according to <i>store policy</i>.</p> <p>1.2 Meet <i>customer needs</i> and reasonable requests or refer to supervisor according to store policy and <i>legislative requirements</i>.</p> <p>1.3 Record customer details and information where necessary.</p> <p>1.4 Identify and anticipate possible problems and take action to minimise the effect on customer satisfaction.</p> <p>1.5 Recognise and act upon opportunities to deliver additional levels of <i>service</i> beyond the customer's immediate request.</p> <p>1.6 Maintain contact with customer until sale is completed according to store policy.</p> <p>1.7 Farewell customer appropriately and courteously</p>

ELEMENT	PERFORMANCE CRITERIA
	according to store policy.
	1.8 Use verbal and non-verbal communication to develop rapport with customers during service delivery.
	1.9 Encourage repeat customers by promotion of appropriate services or products according to store policy.
	1.10 Process customer returns or refunds according to store policy and procedures.
2 Respond to customer complaints.	2.1 Convey a positive, helpful attitude to customers when handling complaints according to store policy.
	2.2 Handle complaints sensitively, courteously and with discretion.
	2.3 Establish and confirm with customer nature of complaint by active listening and questioning.
	2.4 Take action to resolve complaint to customers' satisfaction wherever possible.
	2.5 Promptly refer unresolved customer dissatisfaction or complaints to supervisor.
	2.6 Take the opportunity to turn incidents of customer dissatisfaction into a demonstration of high-quality service to customers according to store policy.
	2.7 Complete documentation regarding customer dissatisfaction or complaints accurately and legibly.
	2.8 Take follow-up action as necessary to ensure customer satisfaction.
3 Receive and process sales orders.	3.1 Record customers' details and information accurately.
	3.2 Promptly refer customers to appropriate area as required.
	3.3 Provide customers with information in clear, concise manner.
	3.4 Process, record and act upon sales orders according to store policy.
4 Identify special customer requirements.	4.1 Promptly identify customers with special needs or requirements by observation and questioning.
	4.2 Verbally and non-verbally convey a willingness to assist.

ELEMENT**PERFORMANCE CRITERIA**

- 4.3 Promptly service, refer or redirect customers' needs as required.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

The following skills must be assessed as part of this unit:

- greeting and farewelling techniques
- add-on selling concepts
- literacy skills in the following areas:
 - written procedures for orders, in person, by telephone or in electronic format
 - message taking in person or by telephone
 - written record of complaints
 - sales, stock and delivery documentation
- numeracy skills in regard to:
 - handling of tender
 - weighing and measuring goods.

The following knowledge must be assessed as part of this unit:

- store policy and procedures in regard to:
 - customer service
 - dealing with customer complaints
 - allocated duties and responsibilities
 - customer returns and refunds
 - lay-by, gift voucher and rain-check procedures
- merchandise and service range of store departments
- location of store departments
- functions and procedures for operating the store telephone system and other communication equipment and the relevant numbers
- relevant legislation and statutory requirements
- relevant industry codes of practice
- relevant OHS requirements
- questioning and active listening
- conflict resolution
- following set routines and procedures
- handling difficult or abusive customers.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

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

Evidence of the following is essential:

- consistently applies store policy and procedures and industry codes of practice in regard to customer service
- provides a quality service environment by treating customers and team members in a courteous and professional manner through all stages of the service and sales procedure
- accurately identifies the nature of customer complaints, resolves complaints and provides service to customers according to store policies
- uses effective questioning, active listening and observation skills to identify special customer requirements
- accesses, records and processes sales orders accurately and responsibly according to store policy and procedures
- collaboratively works within a team to meet customers' needs.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - sales order forms
 - complaint and return forms
 - stock, inventory and price lists
 - store policy and procedures manuals
- a range of customers with different requirements
- point-of-sale equipment and materials
- a communication system or a range of communication equipment.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- a role play
- third-party reports from a supervisor
- customer feedback
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SIRXCCS001A Apply point-of-sale handling procedures
- SIRXRSK001A Minimise theft
- SIRXINV001A Perform stock control procedures
- SIRXFIN001A Balance point-of-sale terminal.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

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. ***Bold italicised*** wording in the performance criteria is detailed below.

RANGE STATEMENT

- Communication*** techniques may include:
- using open and inclusive language
 - speaking clearly and concisely
 - using appropriate language
 - non-verbal communication
 - face-to-face or telephone contact with customers.
- Customers*** may include:
- new or repeat contacts
 - internal and external contacts
 - customers with routine or special requests
 - people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.
- Store policy*** may relate to:
- customer service
 - dealing with customer complaints
 - processing sales orders
 - cash handling.
- Customer needs*** may include:
- information regarding store facilities and services
 - location of specific items within the store
 - product information
 - returns or refunds.
- Legislative requirements*** may include:
- Trade Practices Act
 - tobacco laws
 - lottery legislation
 - liquor licensing regulations
 - sale of X and R rated products
 - sale of second-hand goods
 - trading hours
 - transport, storage and handling of goods.

RANGE STATEMENT

- Service*** may include:
- all store activities
 - internal and external customers
 - follow up in event of delays in service provision.
- Complaints*** may relate to:
- service
 - products
 - prices.
- Follow-up action*** may require:
- verbal and non-verbal communication with:
 - customers
 - staff
 - supervisors and management
 - suppliers
 - recommendations to supervisor regarding policy and procedure development or alteration.
- Sales orders*** may be:
- verbal
 - written
 - electronic.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Client and Customer Service