



Australian Government

Department of Education, Employment and Workplace Relations

SIRXCCS202 Interact with customers

Release: 1

SIRXCCS202 Interact with customers

Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release Date	Comments
First Release:	This is a revised unit, based on and equivalent to SIRXCCS002A Interact with customers.

Unit Descriptor

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

The unit covers the 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 identify and resolve customer complaints.

Application of the Unit

This unit applies to frontline service personnel.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Element	Performance Criteria
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Deliver service to customers.	<p>1.1. <i>Communicate</i> with <i>customers</i> in a professional, courteous manner according to store policy.</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. Use verbal and non-verbal communication to develop rapport with customers during service delivery.</p> <p>1.8. Encourage repeat customers by promotion of appropriate services or products according to store policy.</p> <p>1.9. Farewell customer appropriately and courteously according to store policy.</p>
2. Respond to customer complaints.	<p>2.1. Convey a positive, helpful attitude to customers when handling <i>complaints</i>, according to store policy.</p> <p>2.2. Handle complaints sensitively, courteously and with discretion.</p> <p>2.3. Establish and confirm with customer nature of complaint by active listening and questioning.</p> <p>2.4. Take action to resolve complaint to customer's satisfaction wherever possible.</p> <p>2.5. Promptly refer unresolved customer dissatisfaction or complaints to supervisor.</p> <p>2.6. Take the opportunity to turn incidents of customer dissatisfaction into a demonstration of high-quality service to customer according to store policy.</p> <p>2.7. Complete documentation regarding customer dissatisfaction</p>

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 customer 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.
 - 3.5. Process customer returns or refunds according to store policy and procedures.
- 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.
 - 4.3. Promptly service, refer or redirect customers' needs as required.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication and interpersonal skills to:
 - build rapport and understanding
 - clarify and feed back information
 - deal with difficult customers
 - listen to customers' needs
 - negotiate with and persuade customers to buy
 - promote products and services
 - respond to complaints effectively and politely
- literacy and numeracy skills to:
 - calculate costs and discounts
 - document sales, stock and delivery information
 - follow procedures for recording customer orders that are placed in person, by telephone or by electronic means
 - handle legal tender
 - take messages in person or by telephone
 - write records of complaints
 - weigh and measure goods
- observation and analysis skills to anticipate customer behaviour
- self-management skills to follow set routines and procedures

Required knowledge

- add-on selling concepts
- conflict-resolution strategies
- functions and procedures for operating the store telephone system and other communication equipment, and the relevant numbers
- greeting and farewelling techniques
- location of store departments
- merchandise and service range of store departments
- non-verbal cues indicating customer behaviour
- questioning and active listening techniques
- relevant legislation and statutory requirements, including work health and safety (WHS)
- 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
- strategies for handling difficult or abusive customers

Evidence Guide

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

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

Evidence of the following is essential:

- accesses, records and processes sales orders accurately and responsibly, according to store policy and procedures
- identifies the nature of customer complaints, resolves complaints and provides service to customers according to store policies
- collaboratively works within a team to meet customers' needs
- 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
- uses effective questioning, active listening and observation skills to identify special customer requirements.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail 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.

Method 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
- role play
- 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.

Guidance information

Holistic assessment with other units relevant to the industry

for assessment

sector, workplace and job role is recommended, for example:

- SIRXCCS201 Apply point-of-sale handling procedures
- SIRXFIN201 Balance and secure point-of-sale terminal
- SIRXINV001A Perform stock control procedures
- SIRXRSK201 Minimise loss.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

Communication

techniques may include:

- face-to-face or telephone contact with customers
- non-verbal communication
- speaking clearly and concisely
- using appropriate language
- using open and inclusive language.

Customers may include:

- customers with routine or special requests
- internal and external contacts
- new or repeat contacts
- people from a range of social, cultural and ethnic backgrounds
- people with varying physical and mental abilities.

Store policy may relate to:

- cash handling
- customer service
- dealing with customer complaints
- processing sales orders.

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:

- liquor licensing regulations
- lottery legislation
- sale of second-hand goods
- sale of X and R-rated products
- tobacco laws
- Trade Practices Act
- trading hours
- transport, storage and handling of goods.

Service may include:

- all store activities
- internal and external customers
- follow-up in event of delays in service provision.

Complaints may relate to:

- prices
- products
- service.

Follow-up action may require:

- communication with:
 - customers

- staff
- supervisors and management
- suppliers
- recommendations to supervisor regarding policy and procedure development or alteration.

Unit Sector(s)

Cross-Sector

Competency Field

Client and Customer Service