



Australian Government

Department of Education, Employment and Workplace Relations

SIRXCCS203 Promote loyalty programs

Release: 1

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Modification History

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

Release	Comments
First Release	New unit

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to promote loyalty programs to customers. It covers the development of relationships with customers to identify regular and new repeat customers, and customers eligible for specific loyalty programs.

Application of the Unit

This unit applies to frontline service staff and supervisors. It requires the team member to promote loyalty programs to customers and to offer loyalty rewards to specific customers according to workplace procedures.

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. Clarify details of loyalty programs.	<p>1.1. Identify and review organisational information relating to <i>loyalty programs</i>.</p> <p>1.2. Identify customer eligibility criteria and benefits for different loyalty programs.</p> <p>1.3. Identify specific terms and conditions of different loyalty programs.</p>
2. Promote participation in loyalty programs.	<p>2.1. <i>Develop relationships with customers</i> to identify eligibility for different loyalty programs.</p> <p>2.2. Explain benefits, terms and conditions of loyalty programs to eligible customers.</p> <p>2.3. Assist customers with loyalty program enrolment documentation.</p> <p>2.4. Process loyalty program documentation according to workplace procedures.</p>
3. Offer loyalty rewards.	<p>3.1. Identify personal responsibility and limitations in relation to offering <i>rewards for customer loyalty</i>.</p> <p>3.2. Identify, and develop relationships with, regular customers and offer appropriate rewards for repeat business according to store policies.</p> <p>3.3. Identify, and develop relationships with, new repeat customers and offer appropriate rewards for repeat business according to store policies.</p>
4. Review customer responses to loyalty programs.	<p>4.1. Consider outcomes of loyalty program promotion to eligible customers and discuss potential for improvement with relevant staff.</p> <p>4.2. Consider outcomes of offers of loyalty rewards to regular and new repeat customers and discuss potential for improvement with relevant staff.</p> <p>4.3. Apply suggested improvements to build customer loyalty as directed by relevant staff.</p>

Required Skills and Knowledge

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

Required skills

- communication and interpersonal skills to:
 - ask questions and listen actively
 - establish rapport and develop trust
 - inform customers
 - share information
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy skills to:
 - assist with completion of documentation
 - interpret procedures
- self-management skills to follow set routines and procedures
- technical skills to operate store equipment

Required knowledge

- functions and procedures for operating store equipment
- location of stores or store departments
- merchandise and service range of store departments
- relevant legislation, statutory requirements and codes of practice relating to the retail industry, including work health and safety (WHS)
- store policy and procedures in regard to:
 - customer service
 - loyalty programs

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:

- identifies eligibility, benefits, terms and conditions of different loyalty programs
- explains loyalty programs to eligible customers
- assists customers in completing and processing loyalty program documentation
- offers formal and informal rewards to customers within scope and limitation of own role
- suggests improvements to loyalty programs and implements changes as directed.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail work environment
- an organisational loyalty program, including:
 - customer eligibility criteria
 - customer benefits
 - customer promotional information
 - program operating guidelines for staff
 - specific terms and conditions
 - new and repeat customers.

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 for assessment

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

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.

Loyalty programs may include:

- cash back cards
- exclusive events or services
- instant rewards cards
- loyalty points cards
- VIP member cards
- vouchers.

Developing relationships with customers may include:

- active listening
- developing trust
- encouraging expression of preferences
- establishing rapport
- face-to-face or telephone contact with customers
- non-verbal communication
- speaking clearly and concisely
- using language that is appropriate, open and inclusive.

Rewards for customer loyalty may include:

- discounted prices
- free gifts
- invitations to special events.

Unit Sector(s)

Cross-Sector

Competency Field

Client and Customer Service