



Australian Government

Department of Education, Employment and Workplace Relations

SIRXCOM001A Communicate in the workplace

Revision Number: 1

SIRXCOM001A Communicate in the workplace

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required for effective communication with customers and other staff in the workplace. It involves establishing contact with customers, processing information, working in a team, maintaining personal presentation, following routine instructions, and reading and interpreting retail documents.
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Application of the Unit

Application of the unit	This unit relates to frontline service staff and supervisors. It requires the team member to demonstrate the ability to select and use verbal and non-verbal communication techniques to interact with colleagues and customers in a positive and inclusive manner, and to interpret and generate workplace information in a variety of formats.
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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 Establish contact with customers.	<ul style="list-style-type: none">1.1 Maintain a welcoming <i>customer</i> environment.1.2 Greet customer warmly according to <i>store policy and procedures</i>.1.3 Create effective service environment through <i>verbal and non-verbal interaction</i> according to store policy and procedures.1.4 Use <i>questioning</i> and active listening to determine customer needs.1.5 Demonstrate confidentiality and tact.
2 Process information.	<ul style="list-style-type: none">2.1 Answer telephone according to store procedures.2.2 Use questioning and active listening to identify caller and accurately establish and confirm requirements.

ELEMENT**PERFORMANCE CRITERIA**

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| | 2.3 | Use telephone system functions according to instructions. |
| | 2.4 | Record and promptly pass on messages or <i>information</i> . |
| | 2.5 | Inform customer of any problems and relevant action being taken. |
| | 2.6 | Perform follow-up action as necessary. |
| 3 | Communicate with customers and colleagues from diverse backgrounds. | |
| | 3.1 | Value and treat with respect and sensitivity customers and <i>colleagues</i> from different cultural groups. |
| | 3.2 | Consider cultural differences in all <i>verbal and non-verbal communication</i> . |
| | 3.3 | Use gestures or simple words to communicate where language barriers exist. |
| | 3.4 | Obtain assistance from colleagues or supervisors when required. |
| 4 | Work in a team. | |
| | 4.1 | Demonstrate a courteous and helpful manner at all times. |
| | 4.2 | Complete allocated tasks willingly according to set timeframes. |
| | 4.3 | Actively seek or provide assistance by approaching other <i>team</i> members when difficulties arise. |
| | 4.4 | Identify lines of communication with supervisors and peers according to store policy. |
| | 4.5 | Encourage, acknowledge and act upon constructive feedback provided by other team members. |
| | 4.6 | Use questioning to minimise misunderstandings. |
| | 4.7 | Identify and avoid signs of potential workplace conflict wherever possible. |
| | 4.8 | Demonstrate participation in team <i>problem solving</i> . |
| 5 | Read and interpret retail documents. | |
| | 5.1 | List and describe a range of <i>retail documents</i> . |
| | 5.2 | Read and interpret information from a range of retail documents. |

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:

- demonstrated use of positive and inclusive language
- questioning and listening
- resolving conflict
- negotiating
- managing stress
- demonstrating self-esteem
- literacy skills in regard to reading and understanding workplace documentation, such as store policies and procedures and retail documents.

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

- store policy and procedures in regard to:
 - internal and external customer contact
 - verbal and non-verbal presentation
 - code of conduct
 - allocated duties and responsibilities
- goods and services provided by the store
- location of store departments
- functions and procedures for operating telephones and other communication equipment.

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

Evidence of the following is essential:

- provides a consistently welcoming environment by treating customers in a courteous and helpful manner

EVIDENCE GUIDE

this unit

- uses effective questioning and active listening techniques to communicate with customers, while maintaining an awareness of the need for discretion, tact and confidentiality
- interprets and communicates information to customers, supervisors and peers both face-to-face and via other electronic communication equipment
- accesses, comprehends and processes information accurately according to store policy and procedures
- consistently follows routine instructions and seeks advice and assistance if required
- participates actively and positively within a workplace team.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - stock, inventory or price lists
 - lay-by, credit and product return slips
 - store policy and procedures manuals
- a range of customers with different requirements
- a range of communication equipment.

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:

- SIRXIND001A Work effectively in a retail environment

EVIDENCE GUIDE

- SIRXOHS001A Apply safe working practices
- SIRXCLM001A Organise and maintain work areas
- SIRXICT001A Operate retail technology.

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.

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 and procedures may relate to:

- contact with customers
- job descriptions and responsibilities
- interaction with other team members
- interaction with supervision and management
- induction process.

RANGE STATEMENT

Verbal and non-verbal interaction may occur with:

- external customers
- internal contacts, including management and other team members.

Questioning may involve the following communication techniques:

- using open and inclusive language
- speaking clearly and concisely
- using appropriate language
- non-verbal communication.

Information may include:

- telephone
- written
- electronic media such as email
- verbal feedback
- observation.

Colleagues may include:

- management
- other staff members
- full-time, part-time, casual or contract staff

Verbal and non-verbal communication may include:

- speaking and listening
- reading and writing
- body language
- facial expression.

Teams may include:

- small work teams
- store team
- corporate team.

Problem solving may be affected by:

- store policy and procedures
- resource implications.

RANGE STATEMENT

- Retail documents*** may include:
- stock sheets
 - planograms
 - timetables, staff record forms
 - lay-by slips
 - credit slips
 - product return slips
 - manufacturer instructions
 - telephone message pads.

Unit Sector(s)**Sector**

Cross-Sector

Competency field**Competency field**

Communication