



Australian Government

Department of Education, Employment and Workplace Relations

SIRXEBS001A Acquire and retain online customers

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required by a retail or wholesale business to enhance customer sales and relationships through adoption of an online strategy.

Application of the Unit

Application of the unit

This unit requires the team member to perform market analysis and establish data collection and processing tools to determine current and future online service and sales strategies for maximising sales and service delivery and online customer retention.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units

Nil

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 Develop an electronic sales strategy.	1.1 Determine online <i>sales strategy</i> . 1.2 Confirm performance indicators for online sales strategy. 1.3 Set online sales budget. 1.4 Establish <i>mechanisms to collate and report</i> online sales data. 1.5 Maximise conversion of <i>customer contact</i> into improved sales through an online sales strategy.
2 Develop an electronic service strategy.	2.1 Establish impact of online service strategy on market share. 2.2 Assess impact of service strategy on <i>suppliers</i> . 2.3 Assess appropriateness of the existing product and service profile and range as part of the online service strategy. 2.4 Determine means to acquire <i>customers</i> online.

ELEMENT	PERFORMANCE CRITERIA
	2.5 Determine means to improve retention of <i>online customers</i> .
	2.6 Establish revenue benefits of an online service strategy.
	2.7 Determine means to use <i>information and communication technologies</i> to improve customer satisfaction.
3 Optimise retail web presence.	3.1 Integrate sales and service strategies.
	3.2 Confirm customer segments.
	3.3 Determine personal preferences and needs of customers within market segment on an ongoing basis.
	3.4 Establish pricing rules for online products and services.
	3.5 Ensure <i>web presence</i> attracts target customers.
	3.6 Construct web presence and systems to permit customer preferences and needs to be determined in an ongoing manner.
4 Build relationships with online customers.	4.1 Analyse customer relationship management systems and models.
	4.2 Manage online relationships to retain customers.
	4.3 Manage sales and service strategies to reinforce relationships with online customers.
	4.4 Collect <i>diagnostic data</i> to support the delivery of services to meet customer behaviours and expectations.
	4.5 Share <i>strategic data</i> on customer behaviour with vendors and web designers.
	4.6 Optimise loyalty of online customers.

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:

- interpersonal communication skills
- determining online customer preferences and needs
- benchmarking the positioning of major competitors for online sales and services
- establishing systems to measure the ability of online strategies to meet specific customer requests and preferences
- seeking out value adding opportunities
- identifying special events and anticipating customer demands
- implementing joint online sales and service plans with business partners
- developing online sales and service reports
- providing recommendations for improving online sales and service
- literacy and numerical skills in regard to:
 - reading and interpreting diagnostic and strategic marketing data
 - generating reports.

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

- customer relationship management systems
- data collection and processing technologies, techniques and tools
- means to share data with suppliers and business partners according to legal provisions and business policies
- impact of sales and service systems on operational cost efficiencies
- impact of online customer retention and retrieval strategies on revenue
- analysis and reporting requirements for a range of online customer sales and service strategies
- strategies that reinforce online service relationships
- business policy and procedures that can hinder capacity of online systems to meet customer preferences
- relevant privacy, world wide web standards, commercial law and legislation.

Evidence Guide

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:

- sales and service targets are set according to all factors affecting online markets and product or service delivery
- online market share is determined and maximised through implementation of agreed strategy
- accurate and careful research on the basis for online positioning
- analysis of the impact of web presence on business relationships
- online sales and service strategy designed to maximise customer retention and brand loyalty
- online customers preferences are identified
- establishes data collection and processing tools and techniques that can determine current and future online service and sales strategies.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - business and marketing plans
 - industry codes of practice
 - information and performance data on existing business model and IT infrastructure
- information on:
 - markets
 - competitors
 - products and services
 - suppliers
 - new technology.

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
- a research report
- third-party reports from a supervisor
- customer feedback
- written or verbal questioning to assess knowledge and understanding
- 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.

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.

Sales strategy may vary according to:

- product or service range
- marketing focus
- target market
- duration of campaign

RANGE STATEMENT

- business policy and procedures in regard to selling products and services
- form of web presence and level of e-commerce readiness
- current and emerging applications and technology
- territory coverage
- industry codes of practice
- market position
- planning cycles and timing
- cost and price analysis.

Mechanisms to collate and report online sales data may include:

- online traffic monitors
- online customer registration
- inventory tracking
- online customer account management.

Customer contact may occur via:

- email
- post
- newsletters
- telephone
- face-to-face.

Arrangements with *suppliers* may relate to:

- commercial enterprises
- public agencies or organisations
- governments
- community and not-for-profit organisations
- internal
- delivery of products
- provision of services
- maintenance and support agreements
- leasing agreements and consultancies
- research and development.

RANGE STATEMENT

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
- business customers or individuals
- domestic or international customers.

Means to retain or acquire *online customers* may include consideration of:

- retention campaigns and programs
- resource planning
- sales strategies
- pricing strategies
- promotion and distribution strategies
- retention and loyalty programs
- web search and access relationships
- competitor activities
- online customer preferences and buying behaviours.

Information and communication technologies may include:

- personal computers or terminals (stand-alone or networked)
- scanning equipment
- bar coding equipment
- point-of-sale terminals
- hand-held equipment
- software, including:
 - word processing
 - databases
 - spreadsheets
 - financial
 - inventory
- electronic data interchange (EDI).

RANGE STATEMENT

Web presence may include:

- website
- advertising
- web search and access relationships
- referring links
- email.

Diagnostic data may be:

- qualitative
- quantitative.

Strategic data may include:

- response times
- scalability
- traffic
- security
- customer demographics
- customer confidence
- customer expectations.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

E-Business