Australian Government

Department of Education, Employment and Workplace Relations

SIRXICT404 Adopt mobile commerce applications to improve sales and service

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	This is a revised unit, based on and equivalent to SIRXICT004A Adopt mobile commerce applications to improve sales and service.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to research and evaluate mobile commerce applications and technologies to advocate for and assist in implementing mobile applications and approaches that advance business strengths and competitive advantage according to store policy and relevant legislative requirements.

Application of the Unit

This unit applies to specialised staff with a responsibility to identify new approaches for the use of mobile commerce applications and associated processes to enable more efficient models of retail sales and service.

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. Confirm impact of mobile commerce applications and approaches.	1.1. Determine new capabilities provided by *mobile commerce technology* and *mobile commerce applications*.
	1.2. Assess impact of mobile commerce applications on sales and service processes.
	1.3. Determine impact of *mobile commerce solutions* on current sales and service strategies.
	1.4. *Assess potential* of mobile commerce applications to improve current sales and service.
2. Analyse relevance of mobile commerce applications to current retail operations.	2.1. Complete *modelling* of mobile commerce applications and associated processes.
	2.2. Confirm impact of mobile commerce on markets and online *customers*.
	2.3. Review existing infrastructure and customer access to identify potential effects of implementation of mobile commerce model.
	2.4. Determine advantages of mobile commerce solutions for suppliers and existing *business relationships*.
	2.5. Establish performance requirements for current retail operations and apply to mobile commerce model.
3. Monitor and review mobile commerce applications and technology.	3.1. Select mobile commerce applications and associated processes.
	3.2. Trial mobile commerce applications and associated processes.
	3.3. Document results of the mobile commerce trials.
	3.4. *Evaluate* effectiveness of mobile commerce applications and processes against performance objectives.
	3.5. Use evaluation results to make recommendations on adoption of mobile commerce solutions.
4. Adopt mobile commerce solutions.	4.1. Implement mobile commerce improvements according to *store policy and procedures*.
	4.2. Integrate mobile commerce applications and processes into existing business systems.

Required Skills and Knowledge

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

Required skills

- literacy and numeracy skills to:
  - analyse data
  - generate trial reports
  - research and evaluate products
- planning and organising skills to:
  - trial and evaluate mobile commerce applications and report on their effectiveness
  - integrate mobile commerce applications and processes into existing business systems
- research, analysis and consultation skills to:
  - deal with vendors to secure the most appropriate application and technology
  - determine market and financial viability of mobile commerce applications and approaches
  - identify and assess risks in adoption of mobile commerce solutions
  - identify means to improve sales or service systems using mobile commerce applications and approaches
  - make decisions regarding viability of mobile commerce applications and approaches research and evaluate mobile commerce options and impacts on current business
  - secure approval for review and introduction of mobile commerce applications and approaches

Required knowledge

- basic operational requirements, including those affecting:
  - privacy
  - products and services
  - business policy and procedures
- procedures for determining customer behaviour, needs, expectations and satisfaction levels
- impact of mobile commerce applications and approaches on existing markets
- major changes affecting wireless workplaces
- market information, systems and research
- mobile commerce applications and technology development cycles
- mobile commerce trends and forecasts
- price adjustment strategies
- relevant legislation and statutory requirements relating to mobile commerce applications and work health and safety (WHS)
- risk factors within specific applications

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, comprehends and processes information on mobile commerce technology and applications
	• produces evaluative and analytic reports on mobile commerce trends and opportunities in required format, including:
	  • accurate investigative research of mobile commerce applications and approaches carried out according to store policy and procedures
	  • balanced evaluation of a range of potential mobile commerce applications and approaches according to store policy and relevant legislative requirements
	  • projection of return on investment or other advantages to be secured through deployment of mobile commerce applications and approaches in retail sales and services
	• identifies and discusses impact of mobile commerce applications and approaches on customers by type and specific requirements
	• advocates for and assists in implementation of mobile commerce applications and approaches that advance business strengths and competitive advantage
	• uses correct industry terminology.

Context of and specific resources for assessment	• Assessment must ensure access to:
	• a retail work environment
	• relevant documentation, such as:
	  • business plans
	  • marketing plans
	  • legislation and statutory requirements
	  • WHS requirements
	  • 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.

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 • research report or case study • role play • written or verbal questioning to assess knowledge and understanding • 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 candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Mobile commerce technology may include:	2nd generation digital mobile (GSM) 3rd generation digital mobile (3G) 3G or universal mobile telephone service (UMTS) - code division multiple access (CDMA) - general packet radio service (GPRA) - global positioning system (GPS) - personal area network (PAN) - personal digital assistant (PDA) - radio frequency identification (RFID) - short message service (SMS) - wireless application protocol (WAP).
Mobile commerce applications include:	- access to portals - corporate system access - field service automation - information services, such as: - client history - client traffic - sales figures - instant messaging - logistics management - mobile stock trading - sales force automation - security applications - wireless banking - wireless finance and retailing services - wireless ticketing - wireless travel management.
Mobile commerce solutions may involve:	- implementation in greenfield sites - integration across operations at different levels of e-business development involving a mix of the above - integration of new solutions with existing IT infrastructures and business processes - integration with basic e-commerce solutions that include different business models depending on the final requirement.

Consultative processes to *assess potential* mobile commerce applications may involve:	• individual staff members • industrial relations or WHS specialists • management • other professional or technical staff • Privacy Act • teams • union representatives.
Modelling may take into account:	• business merchandise range • business policy and procedures in regard to selling products or services • characteristics of specific products or services • current and emerging applications and technology • customer confidence and expectations • customer demographics • existing business models and IT infrastructure • form of web presence and level of e-commerce readiness • management structure and communication relationships • relevant legislation and statutory requirements • relevant store policy and procedures • size, type and location of business • types of products and services provided • varying levels of staff training.
Customers may include:	• business customers or individuals • 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.
Business relationships may be influenced by:	• continuous improvement • cost and price analysis • data reporting for compliance reasons, e.g. hazard analysis and critical control point (HACCP) or WHS • due diligence requirements • infrastructural and capital outlay requirements • intellectual property and technology rights • market position • organisational systems integration and compatibility • planning cycles and timing • risk sharing • supply chain management • terms and conditions agreed

Service Skills Australia

Evaluate may include:	- value for money - value management. - comparison of internal versus outsourced provision - confirmation that a procurement process is necessary - development of a business case - stakeholder consultation - whether to buy or lease.
Store policy and procedures in relation to:	- interaction with customers - acquisition and sale of products and services.

Unit Sector(s)

Cross-Sector

Competency Field

Computer Operations and ICT Management