



**Australian Government**

# **SITXCCS007 Enhance customer service experiences**

**Release: 1**

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## Modification History

Not applicable.

## Application

This unit describes the performance outcomes, skills and knowledge required to provide professional and personalised customer service experiences. It requires the ability to determine and meet customer preferences, develop customer relationships, respond to difficult service situations, and take responsibility for resolving complaints.

The unit applies to those who deal directly with customers on a daily basis and who operate independently or with limited guidance from others. It includes senior frontline sales personnel, supervisors and managers who use discretion and judgement to provide quality customer service experiences.

This includes individuals working in a range of tourism, travel, hospitality and events contexts.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

## Pre-requisite Unit

Nil

## Competency Field

Client and Customer Service

## Unit Sector

Cross-Sector

## Elements and Performance Criteria

### ELEMENTS

Elements describe the essential outcomes.

1. Provide a quality service experience.

### PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1. Determine and confirm customer preferences, needs and expectations.
- 1.2. Advise customers about appropriate products and services to meet their needs.
- 1.3. Anticipate customer preferences, needs and expectations

- throughout the service experience.
- 1.4.Promptly provide products and services with professional and personalised service to meet individual preferences.
  - 1.5.Offer extras and add-ons and provide tailored and additional products and services.
  - 1.6.Check actioning of special requests before customer delivery.
  - 1.7.Liaise with team members and suppliers to ensure efficient service delivery.
  - 1.8.Share customer information with team members to ensure quality service.
2. Proactively respond to difficult service situations.
    - 2.1.Identify problems with products and services and take immediate action to address before provision to customer.
    - 2.2.Anticipate delays in product and service provision and regularly update customer on expected outcomes.
    - 2.3.Advise customers of alternative products and services.
    - 2.4.Proactively compensate for service difficulty in line with own level of responsibility and organisational policy.
    - 2.5.Provide ongoing internal feedback on service issues and suggest improvements.
  3. Resolve customer complaints.
    - 3.1.Use questioning techniques to establish and agree on nature, possible cause, and details of the complaint.
    - 3.2.Assess impact on customer.
    - 3.3.Take responsibility for resolving complaints in a professional manner and using communication techniques to assist in their management.
    - 3.4.Determine options to resolve complaints and promptly analyse and decide on optimal solutions, taking **organisational constraints** into account.
    - 3.5.Act swiftly to resolve complaints and prevent escalation, in consultation with customer and to customer satisfaction.
    - 3.6.Turn complaints into opportunities to demonstrate high quality customer service.
    - 3.7.Provide internal feedback on customer complaints and feedback and required follow-up in order to avoid future occurrence.
    - 3.8.Review and evaluate complaints and solutions to enhance response to future issues.
  4. Develop customer relationships.
    - 4.1.Promote repeat business by offering promotional services according to individual empowerment and organisational policy.
    - 4.2.Maintain customer profiles to enhance service delivery.
    - 4.3.Provide personalised service to customers in a professional

manner that builds repeat business.

4.4. Provide tailored products and services based on customer profile.

## Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	<ul style="list-style-type: none"> <li>interpret organisational policies and procedures.</li> </ul>
Writing skills to:	<ul style="list-style-type: none"> <li>record entries in customer service records.</li> </ul>
Oral communication skills to:	<ul style="list-style-type: none"> <li>use probe questioning to determine customer needs, preferences and problems; clarify ambiguities; and adequately understand customer complaints.</li> </ul>
Numeracy skills to:	<ul style="list-style-type: none"> <li>calculate the cost of products and services, estimate profitability, and consider the cost of customer compensation.</li> </ul>
Problem-solving skills to:	<ul style="list-style-type: none"> <li>determine adequate and appropriate compensation for service or product difficulty.</li> </ul>
Technology skills to:	<ul style="list-style-type: none"> <li>use computers and databases that manage customer profiles and promotional activities.</li> </ul>

## Range of Conditions

Specifies different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.

Range is restricted to essential operating conditions and any other variables essential to the work environment.

**Organisational constraints** must involve consideration of:

- costs and budgets
- feasibility of providing the solution
- own authority to resolve the complaint
- policy and procedures
- profitability of the sale
- ultimate responsibility within the organisation.

## **Unit Mapping Information**

SITXCCS401 Enhance the customer service experience

## **Links**

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>