Assessment Requirements for SITXCCS008 Develop and manage quality customer service practices

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Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- research and develop customer service policies and procedures for at least three different areas of the business that meet industry standards
- implement and monitor practices for quality customer service in line with above policies and procedures over four service periods
- evaluate practices for quality service provision and identify any failings
- review policies and procedures, adjust as necessary, and communicate any new practices to staff.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- principles of quality customer service
- specific industry sector:
  - professional service standards for service industry personnel
  - attitudes and attributes expected by the service industries to work with customers
- roles and responsibilities of management, supervisors and operational personnel in providing quality service
- sources of information on current service trends and changes that affect service delivery
- internal and external environmental changes and their effect on planning for quality customer service:
  - changes in the competitive environment
  - economic climate
  - introduction of new technologies or equipment
  - management changes and organisational restructures
  - recruitment practices
  - trends in customer service preferences
- methods of formal and informal customer research:
  - analysis of competitive environment and industry service trends
  - customer service surveys
  - customer focus groups

- qualitative or quantitative research
- seeking feedback from service delivery colleagues
- questioning customers
- methods of implementing quality service provision:
  - developing, implementing and monitoring customer service policies and procedures
  - involving staff in the development of customer service practices
  - evaluating staff and customer feedback
- methods of assessing the effectiveness of customer service practices:
  - examining overall business performance
  - monitoring the ongoing effectiveness of:
    - staff in meeting customer service standards
    - policies and procedures in explaining practices
  - reviewing numbers and nature of:
    - complaints
    - disputes
    - responses of customers
  - reviewing customer satisfaction survey statistics
- methods of obtaining feedback from customers:
  - customer service discussions with employees during the course of each business day
  - discussions with customers
  - formal customer interviews
  - regular staff meetings that involve service discussions
  - seeking staff suggestions for content of customer service policies and procedures
  - surveys of internal customers, external customers and staff
  - improvements suggested by:
    - customers involved in complaints or disputes
    - suppliers
    - staff, supervisors and managers
- industry schemes, accreditation schemes and codes of conduct aimed at improving customer service
- areas where organisational policies and procedures assist in ensuring quality customer service:
  - acknowledging and greeting customers
  - complaint and dispute management
  - authority for different level personnel to resolve complaints, disputes, service issues and customer compensation
  - loyalty programs
  - presentation standards for customer environment and customer service personnel
  - pricing and service guarantees
  - product quality

- refunds and cancellation fees
- response times
- staff training for:
    - customer service
    - technical skills
- objectives, components and comprehensive details of consumer protection laws that relate to customer service, and the business' responsibility for:
    - nominating and charging cancellation fees
    - providing information on potential price increases
    - providing refunds
    - supplying products as described or substituting suitable products when unable
    - formats for and content of policies and procedures.

Assessment Conditions

Skills must be demonstrated in an operational business environment for which tailored customer service practices are required. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- current plain English regulatory documents distributed by government consumer protection regulators
- codes of practice and standards for customer service issued by industry groups
- sources of information on customer needs, complaints and feedback
- customer surveys and feedback collection tools and templates
- team members with whom the individual can interact; these can be:
    - staff in an industry workplace during the assessment process; or
    - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694