



Australian Government

Assessment Requirements for SITXCCS014

Provide service to customers

Release: 1

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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:

- identify customer requirements and provide quality customer service to three different internal and three different external customers to meet requirements
- provide service to above customers in line with organisational customer service standards and within designated organisational response times
- apply procedures to respond to and resolve three different customer complaints according to organisational policies and procedures
- use effective communication techniques with the above internal and external customers, including at least one with special needs
- seek formal and informal feedback from customers on above service.

Knowledge Evidence

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

- principles of quality customer service and positive communication
- appropriate non-verbal communication for customer service:
 - body language
 - culturally specific communication customs and practices
 - dress and accessories
 - gestures and mannerisms
 - use of space
 - voice tonality and volume
- methods for enhancing service delivery in response to staff and customer feedback
- professional service standards expected of service industry personnel
- attitudes and attributes expected by the service industries to work with customers
- standards of personal presentation and hygiene
- different customer service and communication expectations, including those with special service needs
- types of customers
 - external
 - internal

- new
- regular or repeat
- visitors
- designated response times for acknowledging customers and their enquiry
- customer service policies and procedures, including those for:
 - acknowledging and greeting customers
 - complaint and dispute management
 - empowerment of different levels of personnel to resolve complaints, disputes, service issues and customer compensation
 - loyalty programs
 - presentation standards for customer environment, customer service personnel, and documents and promotional materials
 - pricing guarantees
 - product quality
 - refunds and cancellation fees
 - response times
 - service guarantees
 - training staff for customer service and complaint handling
- awareness of special needs, customs and practices of various social and cultural groups of customers in regard to:
 - modes of greeting, farewelling and conversation
 - body language and body gestures
 - formality of language
 - clothing
- considerations when selecting a mode of communication:
 - assistive technology requirements
 - use of interpreters
 - two-way communication systems
- methods of collecting feedback:
 - formal:
 - surveys
 - interviews
 - structured questioning
 - informal:
 - observation
 - casual discussion
- essential features, conventions and use of different types of communication techniques and equipment.

Assessment Conditions

Skills must be demonstrated in an operational business environment where customers are served. This can be:

- an industry workplace; or
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- organisational policies, procedures and templates relating to:
 - customer service standards
 - designated response times
 - presentation standards
 - procedures for dealing with customer complaints
 - customer surveys and feedback collection
 - recording and reporting customer feedback
- internal and external customers with different service needs with whom the individual can interact. These can be:
 - customers 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>