



**Australian Government**

**Assessment Requirements for SITXCCS016  
Develop and manage quality customer  
service practices**

**Release: 1**

# Assessment Requirements for SITXCCS016 Develop and manage quality customer service practices

## 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 above practices for quality service provision and identify any failings
- review above policies and procedures, adjust as necessary, and communicate 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
- 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
  - discussions with customers
  - formal customer interviews
  - regular staff meetings that involve customer 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
    - 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
- 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 where customer service takes place. This can be:

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

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>