



Australian Government

Assessment Requirements for SITXCRI001 Respond to a customer in crisis

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:

- respond with customer crisis care to at least three different customer crises
- identify ramifications of each of the above customer crises through:
 - discussions with affected customer and their friends, family and/or travelling companions
 - where available and appropriate, related reports from:
 - medical and emergency services
 - police
 - staff, contractors and suppliers
- organise the following operational services where required to assist the above affected customers in line with availability of assistance, advice and support and organisational customer care, communication and confidentiality standards:
 - accommodation
 - cancellation of forward travel and tourism services
 - flights and ticketing to repatriate the customers
 - repatriation of bodies via:
 - airlines
 - consulates
 - funeral directors
 - high commissions
 - travel insurance companies.

Knowledge Evidence

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

- common customer crisis situations relevant to the tourism, travel, hospitality and event sectors:
 - accident, assault or mugging
 - family crisis and need for repatriation
 - major injury or illness

- natural death, accidental death or suicide
- incident resulting in psychological trauma
- key symptoms of trauma
- sources of medical and counselling assistance
- communication techniques for supporting and reassuring customers
- key people with whom to communicate in a customer crisis situation:
 - colleagues:
 - managers
 - operational staff
 - peers
 - supervisors
 - family members
 - personnel in the controlling office:
 - event management organisation
 - inbound tour operator
 - outbound tour wholesaler
 - professional conference organiser
 - travel agency
 - tour operator
 - personnel from suppliers on an extended tour
 - travel insurance provider personnel
 - travelling companions
- professional standards in crisis care communications
- operational services used to manage customer service and repatriation arrangements
- role of key external people and organisations in managing a customer crisis
- recommendations relating to customer crisis situations:
 - cancel the remainder of touring arrangements and return home
 - contact travel insurance provider
 - rebook a replacement holiday
 - report incident to the police
 - seek medical assistance
 - seek professional counselling
- formats for and inclusions of incident reports
- specific organisation:
 - roles and responsibilities of key staff members
 - procedures for reporting and managing customer incidents.

Assessment Conditions

Skills must be demonstrated in an operational tourism, travel, hospitality or events environment where a customer is in crisis. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- customer service arrangements or itineraries
- customer crisis information
- current industry procedures for reporting and managing customer incidents
- customers in crisis with whom the individual can interact; these can be:
 - customers in an industry workplace who are assisted by the individual 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.education.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899df092694>