



Australian Government

Department of Education, Employment and Workplace Relations

SITXCCS003A Manage quality customer service

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to manage customer service quality in a range of service industry workplaces. It requires the ability to develop and monitor management strategies to enhance and oversee the delivery of quality customer service.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Application of the Unit

Application of the unit

This unit applies to individuals responsible for managing and improving service quality in the service industries. It focuses on the need to research and develop proactive approaches to service quality issues with some strategic and leadership focus.

Depending on size and nature of the organisation, managers and some supervisors undertake this role.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Develop approaches to enhance quality customer service.	<p>1.1 Obtain information on customer needs, expectations and satisfaction levels using both <i>formal and informal research</i>.</p> <p>1.2 Provide opportunities for customers and colleagues to provide feedback on products and services.</p> <p>1.3 Review <i>changes in internal and external environments</i> and integrate findings into planning for quality service.</p> <p>1.4 Provide opportunities for colleagues to participate in the customer service planning process.</p>

ELEMENT	PERFORMANCE CRITERIA
	1.5 Develop standards and plans to address key quality service issues.
2 Manage the delivery of quality service.	2.1 Communicate <i>customer service issues, standards</i> and expectations clearly to colleagues. 2.2 Provide colleagues with access to information on service standards and delivery. 2.3 Use coaching to assist colleagues to deal with customer service issues and take responsibility for service outcomes. 2.4 Monitor <i>customer service</i> in the workplace according to organisation policies and procedures to ensure standards are met.
3 Monitor and adjust customer service.	3.1 Seek feedback from customers on an ongoing basis and use this to improve performance where applicable. 3.2 Identify customer service problems and make adjustments to standards, systems and procedures to ensure continued service quality. 3.3 Communicate new approaches to all those involved in service delivery within appropriate timeframes.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- communication skills to provide support and coaching to a customer service team
- critical thinking and problem-solving skills to assess the need for, and make systemic improvements to address, service quality issues
- literacy skills to interpret complex information from varied sources and to develop documents that detail service standards, systems and procedures.

The following knowledge must be assessed as part of this unit:

- roles and responsibilities of management in ensuring quality service within an organisation
- concepts of total quality service and total quality management and their application in a given industry context
- role of continuous improvement and benchmarking
- methods of implementing quality assurance in the workplace, including:
 - establishing and monitoring standards
 - staff involvement and reward
 - evaluating customer service
- overview of the range of market research techniques used to gain information on customer preferences
- legislation that impacts on customer service standards and delivery, including relevant requirements under state fair trading legislation
- industry schemes that impact on customer service standards and delivery, such as accreditation schemes and codes of conduct.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

EVIDENCE GUIDE

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to develop proactive approaches to delivering and monitoring quality customer service within a specific workplace context
- knowledge of quality service principles and processes
- demonstration of skills through the establishment, monitoring and evaluation of service delivery in a workplace context (e.g. managing an event or running a tour).

Context of and specific resources for assessment

Assessment must ensure:

- access to a project or workplace where the candidate is able to demonstrate the full range of required skills
- involvement of and interaction with a team for which the candidate is leader.

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- evaluation of industry projects managed by the candidate to enhance service delivery in a given operation
- evaluation of projects managed by the candidate to create, market and deliver a tourism or hospitality service
- case studies to address specific service delivery issues in different workplace contexts
- oral or written questions to assess knowledge of quality assurance concepts and principles
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

EVIDENCE GUIDE

Assessing employability skills Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Formal and informal research on customer needs may include:

- talking to customers
- qualitative or quantitative research
- seeking feedback from service delivery colleagues
- analysis of competitive environment
- analysis of industry and market trends.

Changes in internal and external environments affecting quality service planning may include:

- management changes
- organisational restructures
- introduction of new equipment
- recruitment practices
- technological changes affecting service delivery
- changes in the competitive environment
- economic climate
- trends in customer preferences
- introduction of e-business.

RANGE STATEMENT

Customer service issues and standards may relate to:

- response times
- service guarantees
- pricing guarantees
- product quality
- document presentation standards
- personal presentation standards
- complaint management.

Customer service may be provided in various modes, including:

- face-to-face
- online
- by telephone
- email or written communication.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Client and Customer Service