



Australian Government

SITXCCS401 Enhance the customer service experience

Release 1

SITXCCS401 Enhance the customer service experience

Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	N Replaces but is not equivalent to SITXCCS002A Provide quality customer service. Titled changed to better reflect the intent and content of the unit and its fit within a suite of hierarchical customer service units. Significant change to Elements and Performance Criteria to better focus the unit.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to provide professional and personalised customer service experiences. It requires the ability to determine and meet customer preferences, develop customer relationships, respond to difficult service situations and take responsibility for resolving complaints.

Application of the Unit

This unit applies to all tourism, travel, hospitality and event sectors. It applies to those who deal directly with customers on a daily basis and who operate independently or with limited guidance from others. This includes senior frontline sales personnel, supervisors and managers who use discretion and judgement to provide quality customer service experiences.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

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

- | | |
|--|---|
| <p>1. Provide a quality service experience to customers.</p> | <p>1.1 Determine and clarify <i>customer preferences, needs and expectations</i>.</p> <p>1.2 Advise <i>customers</i> about appropriate products and services to meet their needs.</p> <p>1.3 Anticipate customer preferences, needs and expectations throughout the service experience.</p> <p>1.4 Promptly provide products and services which meet individual preferences.</p> <p>1.5 Offer <i>extras and add ons</i> and provide tailored and additional services and products.</p> <p>1.6 Check the actioning of special requests before customer delivery.</p> <p>1.7 Provide professional and personalised service to provide a quality service experience.</p> <p>1.8 Liaise with team members and <i>suppliers</i> to ensure efficient service delivery.</p> <p>1.9 Share customer information with team members to ensure quality service.</p> |
| <p>2. Proactively respond to difficult service situations.</p> | <p>2.1 Identify problems with products and services and take immediate action to address them before provision to the customer.</p> <p>2.2 Anticipate delays in product and service provision and regularly update customer on expected outcomes.</p> <p>2.3 Advise customers of alternative products and services.</p> <p>2.4 Proactively <i>compensate</i> for the service difficulty according to individual empowerment and organisational policy.</p> <p>2.5 Provide ongoing internal feedback on service issues and suggest improvements to avoid customer disappointment.</p> |
| <p>3. Resolve customer complaints.</p> | <p>3.1 Use questioning techniques to establish and agree on the nature, possible cause and details of the <i>complaint</i>.</p> <p>3.2 Assess the impact on the customer.</p> <p>3.3 Use <i>communication techniques</i> to assist with the management of the complaint.</p> <p>3.4 Handle the situation sensitively, courteously and discreetly.</p> |

- 3.5 Take responsibility for finding a solution to the complaint.
 - 3.6 Determine options to resolve the complaint and promptly analyse and decide on the best solution, taking into account any ***organisational constraints***.
 - 3.7 Take swift action to resolve the complaint and prevent escalation, in consultation with customer and to customer satisfaction.
 - 3.8 Use techniques to turn complaints into opportunities to demonstrate high quality customer service.
 - 3.9 Provide internal feedback on complaints in order to avoid future occurrence.
 - 3.10 Reflect on and evaluate complaints and solutions to enhance response to future issues.
4. Develop a customer relationship.
- 4.1 Promote repeat business by the offer of ***promotional services*** according to individual empowerment and organisational policy.
 - 4.2 Maintain ***customer profiles*** to enhance service delivery.
 - 4.3 Develop a rapport with and provide personalised service to repeat customers.
 - 4.4 Provide tailored products and services based on customer profile.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - determine customer needs and preferences through observation, questioning and active listening
 - discuss service difficulties with team members and suppliers
 - use probe questioning to gain information, clarify ambiguities and adequately understand customer complaints
- initiative and enterprise skills to:
 - offer additional services and products
 - proactively compensate for service difficulties
- literacy skills to:
 - read and interpret policies and procedures
 - write entries into customer service data bases
- numeracy skills to calculate the cost of products and services, estimate profitability and consider the cost of customer compensation
- problem-solving skills to identify and resolve difficult service situations and customer complaints
- self-management skills to take responsibility for customer service outcomes
- teamwork skills to share customer information with team members to ensure efficient service delivery
- technology skills to use computers and data bases that manage customer profiles and promotional activities.

Required knowledge

- principles and benefits of enhanced customer service experiences and positive communication
- techniques to anticipate customer preferences, needs and expectations throughout the service experience
- conflict resolution techniques
- value of staff and customer feedback in enhancing service delivery
- for the specific industry sector:
 - professional service standards expected of service industry personnel
 - attitudes and attributes expected by the service industries to work with customers
 - accepted service standards and rituals
 - different customer service needs and expectations
 - types of customer loyalty programs
 - the essential features and usage of the customer data base
- for the particular organisation:

- designated response times for providing service and resolving complaints
- customer service policies and procedures including those for complaint handling
- promotional services offered.

Evidence Guide

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

Overview of assessment

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

Evidence of the ability to:

- provide professional and personalised customer service experiences on multiple occasions to meet the expectations of a variety of customers
- communicate with a diverse range of customers including those with special needs to provide a total quality service experience
- resolve difficult service situations and customer complaints within designated times
- demonstrate knowledge of professional service standards expected of service industry personnel
- complete service within commercial time constraints and designated response times so that all customers are served effectively.

Context of and specific resources for assessment

Assessment must ensure use of:

- a real or simulated tourism, hospitality or event industry customer service environment where customers are served
- computers and data bases that manage customer profiles and promotional activities
- current commercial customer service policies and procedures including those for complaint handling
- customers with whom the individual can interact.

Method of assessment

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

- direct observation, using role plays, to assess the individual's ability to:
 - determine different customer service needs and expectations
 - liaise with team members to ensure efficient service delivery
 - offer extra and add-on products and services
 - promote repeat business by the offer of promotional services
 - resolve customer complaints

- use of problem-solving exercises so the individual can identify reasons for difficult service situations and provide suggested solutions
- written or oral questioning to assess knowledge of:
 - professional service standards expected of service industry personnel
 - types of customer loyalty programs
 - customer service policies and procedures
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- SITHKOP404 Plan catering for events or functions
- SITXCOM201 Show social and cultural sensitivity
- SITXCOM401 Manage conflict
- SITXEVT401 Plan in-house events or functions.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Customer preferences, needs and expectations:

- may be determined by:
 - active listening
 - observation
 - questioning
 - recognition of non-verbal signs
- may include:
 - assistance
 - comfort
 - courtesy
 - empathy and support
 - emergency support
 - friendliness
 - new experiences
 - prompt service
 - special requests
 - value for money
 - variations to standard menu items
- may be related to:
 - age
 - gender
 - prior knowledge
 - social and cultural characteristics
 - special needs.

Customers may include:

- committees
- external:
 - business to business
 - corporate
 - e-business
 - government
 - online
 - the media
 - retail
- internal:

Extras and add-ons may include:

- colleagues
- managers
- members of a team
- staff from other departments, branches or locations
- supervisors
- new or regular
- visitors.
- products not requested by the customer but identified as a good fit, including:
 - additional destinations
 - additional tours or cruises
 - cocktails and liqueurs to enhance the dining experience
 - coordination services at events and conferences
 - entrance to events, festivals and entertainment scheduled during customer stay at destination
 - entrance to major attractions at the destination
 - extra food items such as entrées, desserts and cheese plates
 - flight fuel emissions offset fee ("flying carbon neutral")
 - local guiding services
 - optional meals and dining experiences
 - optional tours
 - prepayment of baggage charges
 - prepayment of in-flight meals
 - pre-travel seat selection
 - private car transfers in lieu of regular transportation options
 - special offers or packages
 - specialised styling for events
 - storage for luggage after check-out
 - travel insurance
 - upgraded accommodation and flights
 - wine or boutique beers to match meals ordered.

Suppliers may include:

- accommodation providers
- attractions
- vehicle rental operators
- entertainment venues
- event organisations
- guides

Compensate for the situation may involve:

- restaurants
- tour and cruise operators
- tour wholesalers
- transport operators.
- considering the:
 - financial constraints of the organisation
 - profitability of the sale
- negotiating with suppliers, on customer behalf, to gain reduced rates or extra services
- provision of some or all services:
 - free of charge
 - at reduced rate
- provision of:
 - discount vouchers to attend at a future time
 - inexpensive add-on products
 - small gifts
 - special attention during the service period
 - special customer service delivery on next attendance.

Complaint may involve:

- customers with unmet expectations of products and services
- difficult or demanding customers
- escalated complaints or disputes
- incorrect pricing or quotes
- other team members or suppliers not providing special requests
- misunderstandings or communication barriers
- problems or faults with the service or product.

Communication techniques may involve:

- ability to speak clearly, be understood and use appropriate language, style and tone
- active listening
- asking questions to gain information, clarify ambiguities and adequately understand requirements
- empathising with customer situation while upholding organisational policy
- non-verbal communication and recognition of non-verbal signs
- rephrasing and repeating questions, requests and statements to confirm that they have been correctly understood
- using communication techniques appropriate to different social and cultural groups.

Organisational constraints may include:

- costs and budgets
- feasibility of providing the solution
- own empowerment to resolve the complaint
- policy and procedures
- profitability of the sale
- ultimate responsibility within the organisation.

Promotional services may include:

- birthday gifts
- customer loyalty programs
- newsletters
- email notification of:
 - sales
 - new product ranges
 - reminders of forthcoming special occasions, such as Mother's day and Valentine's day
- sale of gift vouchers
- discount vouchers.

Customer profiles may include:

- birthdays and anniversaries
- comments and feedback provided
- details of products and services experienced
- names and contact details
- preferences and expectations, such as favourite products, rooms, additional requirements and special needs.

Unit Sector(s)

Cross-Sector

Competency Field

Client and Customer Service