



Australian Government

AVII4015 Monitor and enhance customer service excellence

Release: 2

AVII4015 Monitor and enhance customer service excellence

Modification History

Release 2. This is the second release of this unit of competency in the AVI Aviation Training Package.

Release 1. This is the first release of this unit of competency in the AVI Aviation Training Package.

Application

This unit involves the skills and knowledge required to monitor and enhance customer service excellence.

It includes delivering excellence in customer service, monitoring and adjusting customer service performance, and seeking information from customers and staff. It also includes developing approaches to enhance customer service, and encouraging staff to take responsibility for customer service problems.

This unit addresses aviation non-technical skill requirements (mental, social and personal-management abilities) related to customer service duties of aviation personnel, and contributes to safe and effective performance in complex aviation operational environments.

Operations are conducted as part of recreational, commercial and military aircraft activities across a variety of operational contexts within the Australian aviation industry.

Work is performed independently or under limited supervision within a single-pilot or multi-crew environment.

No licensing, legislative, regulatory or certification requirements are applicable to this unit at time of publication.

Use for Defence Aviation is to be in accordance with relevant Defence Orders, instructions, publications and regulations.

Pre-requisite Unit

Not applicable.

Competency Field

I – Customer Service

Unit Sector

Not applicable.

Elements and Performance Criteria

ELEMENTS	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1 Deliver excellence in customer service	1.1 Customer service expectations are consistently exceeded
	1.2 Quality, safety, resource and delivery standards are consistently met
	1.3 Aviation operator customer records are maintained accurately in accordance with airline systems and procedures
2 Monitor and adjust customer service performance	2.1 Customer service performance standards are monitored and reviewed using a range of systems and techniques
	2.2 Appropriate adjustments to ensure customer satisfaction is maintained, are made decisively and promptly, and are an accurate reflection of company procedures
	2.3 Resource requirement changes are organised in advance wherever and whenever possible in accordance with company procedures
	2.4 Negative impact events and factors are promptly identified and actions are taken to minimise effect and to prevent recurrence
	2.5 Peer coaching and mentoring support is provided to assist colleagues to meet and enhance company customer service standards
3 Seek information from customers and staff	3.1 Regular feedback on service quality is sought and obtained from internal and external customers using a variety of data collection methods
	3.2 Customers and colleagues are encouraged to comment on continuous improvement methods implemented, to ensure service excellence
	3.3 Customer and colleague feedback is acknowledged and followed up as appropriate

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| 4 Develop approaches to enhance customer service | 4.1 | Customer quality service initiatives are identified and forwarded to appropriate personnel |
| | 4.2 | Customer service performance information is communicated clearly with colleagues |
| | 4.3 | Participation in developing new approaches or initiatives to customer service is undertaken |
| 5 Encourage staff to take responsibility for customer service problems | 5.1 | Coaching and support is provided to assist colleagues in handling difficult customer situations |
| | 5.2 | Responsibility for service delivery and customer satisfaction is taken |
| | 5.3 | Customer service relationship development opportunities are discussed with team members |
| | 5.4 | Appropriate responses are made to team member suggestions in a timely manner |

Foundation Skills

Foundation skills essential to performance are explicit in the performance criteria of this unit of competency.

Range of Conditions

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Non-essential conditions may be found in the AVI Aviation Training Package Companion Volume Implementation Guide.

Unit Mapping Information

This unit replaces and is equivalent to AVII4015A Monitor and enhance customer service excellence.

Links

AVI Training Package Companion Volume Implementation Guide available on VET Net: - <https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=4725260a-0af3-4daf-912b-ef1c2f3e5816>

Assessment Requirements for AVII4015 Monitor and enhance customer service excellence

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Performance Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria on at least one occasion and include:

- adapting to differences in equipment and operating environment in accordance with standard operating procedures (SOPs)
- applying relevant legislation and workplace procedures
- communicating effectively with others
- completing relevant documentation
- handling customer queries and complaints effectively
- identifying and correctly using relevant equipment
- implementing contingency plans
- implementing work health and safety (WHS)/occupational health and safety (OHS) and security procedures and relevant regulations
- interpreting and following operational instructions and prioritising work
- modifying activities depending on operational contingencies and environments
- monitoring and anticipating operational problems and hazards and taking appropriate action
- monitoring work activities in terms of planned schedule
- reading, interpreting and following relevant regulations, instructions, procedures, information and signs
- reporting and/or rectifying any problems, faults or malfunctions promptly in accordance with workplace procedures
- responding appropriately to cultural differences in the workplace
- selecting and using required personal protective equipment (PPE) conforming to industry and WHS/OHS standards
- using interpersonal skills effectively
- working collaboratively with others
- working systematically with required attention to detail without injury to self or others, or damage to goods or equipment
- writing simple reports and records of inquiries.

Knowledge Evidence

Evidence required to demonstrate competence in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria and include knowledge of:

- aviation operator company customer service principles, code of conduct and philosophies
- airline company structure, products, services, policies and procedures
- customer service, quality and continuous improvement principles, policies and procedures
- feedback and coaching techniques
- leadership principles
- legal issues that relate to quality service management
- relevant duty of care responsibilities
- relevant WHS/OHS and environmental procedures and regulations
- human and financial resource management sources of information and documentation needed for workplace operations
- different types of operations carried out in the workplace
- workplace procedures relevant to work activities.

Assessment Conditions

Assessors must hold credentials specified within the Standards for Registered Training Organisations current at the time of assessment.

Assessment must satisfy the Principles of Assessment and Rules of Evidence and all regulatory requirements included within the Standards for Registered Training Organisations current at the time of assessment.

Assessment processes and techniques must be appropriate to the language, literacy and numeracy requirements of the work being performed and the needs of the candidate.

Assessment must occur in workplace operational situations. Where this is not appropriate, assessment must occur in simulated workplace operational situations that reflect workplace conditions.

Resources for assessment must include access to:

- a range of relevant exercises, case studies and/or simulations
- acceptable means of simulation assessment
- applicable documentation, including workplace procedures, regulations, codes of practice and operation manuals
- relevant materials, tools, equipment and PPE currently used in industry.

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