



Australian Government

AVII3011B Provide quality customer service

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit involves the skills and knowledge required to appreciate the importance of the customer and deliver high quality customer service in the aviation industry. Licensing, legislative, regulatory or certification requirements are applicable to this unit.

Application of the Unit

Work must be carried out in accordance with workplace procedures and the relevant regulatory requirements of the Civil Aviation Authority and other relevant regulatory authorities.

Work is performed under some supervision usually within a team environment.

It involves the application of customer service principles and procedures, regulations, safety codes and protocols to the provision of a range of customer services for passengers, guests, airport personnel and stakeholders across a variety of operational contexts within the Australian aviation industry.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

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. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

- | | |
|---|---|
| 1 Identify and assess the needs and expectations of customers | <ul style="list-style-type: none">1.1 Different types of customers are accurately identified according to age, personality and cultural background1.2 Individual customer needs and expectations are correctly identified and products and services appropriate to those needs and expectations are provided |
| 2 Deliver high quality service | <ul style="list-style-type: none">2.1 Customers are greeted in a polite and friendly manner2.2 Trust, goodwill and satisfaction are developed through appropriate communication strategies2.3 Customer requests are met whenever possible and within reasonable limits2.4 Customer service is delivered in a manner that is appropriate to customer's cultural/religious background2.5 Customer dissatisfaction is promptly recognised and necessary action to resolve the problem is taken2.6 Potential problems are anticipated and action is taken to minimise the effect on customer satisfaction2.7 Opportunities to enhance the delivery of quality customer service are identified and actions, such as offers of assistance, building of rapport, and intuitive identification of unstated customer needs, are implemented2.8 Non-verbal communication is used appropriately |
| 3 Deal with difficult customer situations | <ul style="list-style-type: none">3.1 Customer complaints are handled sensitively, courteously and discretely in accordance with workplace procedures and in a manner that is appropriate to the customer's cultural background3.2 The nature and details of the customer's complaints are established and agreed upon3.3 Action to resolve the customer's complaint to their satisfaction is taken whenever possible and within the level of responsibility3.4 Unresolved customer complaints are referred to a higher authority3.5 All associated documentation is accurately and legibly completed in accordance with workplace procedures |

- 4 Provide service to customers with special needs
 - 4.1 Customers with special needs are promptly and discreetly identified
 - 4.2 Customers are informed of special services and amenities appropriate to their needs
 - 4.3 Service is appropriately adjusted according to the needs of the customer
 - 4.4 Unaccompanied minors are provided with extra service appropriate to their needs according to company policy
- 5 Provide service to customers with physical disabilities
 - 5.1 Customers with physical disabilities are identified and appropriately responded to
 - 5.2 Customers are informed of special services and amenities appropriate to their needs
 - 5.3 Service is appropriately adjusted according to the physical needs of the customer and may include special services including moving, feeding and toileting

Required Skills and Knowledge

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

Required knowledge:

- Relevant sections of Civil Aviation Safety Regulations and Civil Aviation Orders pertaining to check-in and customer service procedures
- Relevant OH&S regulations
- Relevant customs, quarantine, equal opportunity and anti-discrimination regulations
- Airline structure, products, services, policies and procedures
- Importance of customer service to airline and to individual crew responsibility
- Airline standards, principles and philosophies for providing quality customer service to passengers
- Needs and expectations of different types of customers, including internal and external customers
- Customer service records/documentation
- Appropriate service for customers with physical disabilities and special needs
- Cabin features and amenities for various types of aircraft
- Features, amenities and departure gate locations of terminals at designated airports
- Risks that exist when providing customer service to passengers on aircraft flights and related risk control procedures and precautions
- Problems that may occur when providing customer service to passengers on aircraft flights and appropriate action that should be taken in each case
- Complaint handling procedures

Required skills:

- Communicate effectively with others when providing customer service
- Read and interpret instructions, regulations, procedures and other information relevant to customer service
- Interpret and follow operational instructions and prioritise work
- Complete documentation related to customer service and aircraft passengers
- Operate electronic communication equipment to required protocol
- Work collaboratively with others when providing customer service
- Adapt appropriately to cultural differences in the workplace, including modes of behaviour and interactions with others
- Promptly report and/or rectify any identified problems that may occur when providing customer service in accordance with regulatory requirements and workplace procedures
- Implement contingency plans for unexpected events that may arise when providing customer

service

- Apply precautions and required action to minimise, control or eliminate hazards that may exist when providing customer service
- Monitor and anticipate operational problems and hazards and take appropriate action
- Monitor work activities in terms of planned schedule
- Modify activities dependent on differing workplace contingencies, situations and environments
- Work systematically with required attention to detail without injury to self or others, or damage to goods or equipment
- Adapt to differences in equipment and operating environment in accordance with standard operating procedures
- Select and use required personal protective equipment conforming to industry and OH&S standards
- Implement OH&S procedures and relevant regulations
- Identify and correctly use equipment required when providing customer service

Evidence Guide

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

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

- The evidence required to demonstrate competency in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria of this unit and include:
 - Demonstrate the ability to identify, assess and conform to the needs and expectations of customers
 - Demonstrate the ability to deliver a high quality of customer service to customers within the aviation industry
 - Using the correct techniques, resolve customer complaints in accordance with workplace procedures
 - Demonstrate the ability to identify and provide quality customer service to customers with special needs
 - Demonstrate the ability to identify and provide quality customer service to customers with physical disabilities

Context of and specific resources for assessment

- Performance is demonstrated consistently over a period of time and in a suitable range of contexts within an aviation environment
- Resources for assessment include:
 - a range of exercises, case studies and/or other simulated practical and knowledge assessment that are currently used within the aviation industry
 - access to an appropriate range of operational situations within the aviation workplace that require customer service skills
- In both real and simulated environments, access is required to:
 - materials and equipment as used within the aviation industry, and
 - documentation used in the aviation industry including workplace procedures, regulations, codes of practice and operation manuals

Method of assessment

- Assessment of knowledge must be conducted through written/oral tests
- Practical assessment must occur:
 - through activities in a simulated aviation environment at the registered training organisation, and/or
 - in a range of situations within the aviation workplace

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.

Customer services may be provided:	• by day or night • on international, domestic and regional flights or at airports • at a boarding gate, baggage check-in, service desk or valet service check-in • for both short and/or long haul services • in any category of service, including economy, business class, first class • in accordance with enterprise and operational requirements
Customers may include:	• internal and external customers • passengers • unaccompanied minors • customers with babies or small children • customers with a range of disabilities, including hearing or sight impairment • customers with special dietary and other needs • non-English speaking customers • customers with a range of cultural and religious backgrounds • elderly customers
Performance may be demonstrated:	• in an appropriately simulated workplace situation • at an operational airport
Problems during customer service may include:	• no record of the passenger's claimed booking • delayed or cancelled flight • passenger or staff illness
Persons consulted may include:	• other cabin crew and flight crew members • ground staff • catering staff • aircraft resourcing staff • technical staff
Dependent on the type of organisation concerned and the local terminology used, workplace procedures may include:	• company procedures • enterprise procedures • organisational procedures • established procedures
Information/documents may include:	• sections of Civil Aviation Safety Regulations and Civil Aviation Orders relevant to passenger check-in processes • airline check-in checklists, procedures and instructions and job specifications including both manual and computerised

- processes where applicable
- workplace customer service standards, policies and procedures
 - lists of items prohibited for carriage on aircraft
 - customer service and other operational manuals
 - emergency procedures
 - flight passenger schedules
 - information on terminal facilities, club lounges and departure gates
 - induction and training materials
 - conditions of service, legislation and industrial agreements including workplace agreements and awards
- Applicable regulations and legislation may include:
- relevant Civil Aviation Safety Regulations and Civil Aviation Orders
 - relevant OH&S legislation
 - environmental protection legislation
 - equal opportunity and anti-discrimination legislation
 - dangerous goods and hazardous substances codes and regulations
 - relevant customs and quarantine regulations
 - relevant Australian standards
 - industrial relations and workplace compensation legislation

Unit Sector(s)

Not applicable.

Competency Field

I – Customer Service