



Australian Government

Department of Education, Employment and Workplace Relations

CUECOR03B Provide quality service to customers

Revision Number: 1

CUECOR03B Provide quality service to customers

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the interpersonal, communication and customer service skills required to establish rapport with customers. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	People working at all levels across a range of cultural industry sectors apply the skills and knowledge outlined in this unit. Customer contact is a key aspect of many job roles and people in these roles are responsible for understanding, clarifying and meeting customer needs and expectations, as well as creating a positive impression of the business or service they represent. This unit has particular linkages to the following units, and combined assessment and/or training is recommended: • CUECOR02C Work with others • CUECOR04B Deal with conflict and resolve complaints.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Communicate with the customer	1.1. Conduct communication with customers and colleagues in a polite, professional and friendly manner 1.2. Use language and tone appropriate to a given situation in both written and spoken communication 1.3. Use appropriate non-verbal communication in all situations 1.4. Observe and take into consideration non-verbal communication of colleagues and customers 1.5. Show sensitivity to cultural and social differences when communicating with others 1.6. Use active listening and questioning to facilitate effective two-way communication 1.7. Identify potential and existing conflicts and seek solutions in conjunction with parties involved
2. Maintain personal presentation standards	2.1. Practise high standards of personal presentation in accordance with: enterprise requirements, work location, occupational health and safety issues, impacts on different types of customers, and specific requirements for particular work functions
3. Provide service to customers	3.1. Identify customer needs and expectations correctly, including those with special needs, and provide appropriate products, services or information 3.2. Meet all reasonable needs and requests of customers within organisational guidelines and timeframes 3.3. Identify and take all opportunities to enhance the quality of service
4. Respond to customer complaints	4.1. Recognise customer dissatisfaction promptly and take action to resolve the situation according to individual level of responsibility and organisational procedures 4.2. Handle customer complaints positively, sensitively and politely and in consultation with the customer 4.3. Use appropriate techniques to avoid escalation of the complaint 4.4. Refer escalated complaints to the appropriate person if resolution falls outside individual level of responsibility and organisational policy and procedures

ELEMENT	PERFORMANCE CRITERIA
	4.5. Maintain a positive and cooperative manner at all times

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- effective communication techniques in relation to listening, questioning and non-verbal communication
- needs and expectations of different types of customers
- techniques for identifying and dealing with conflict situations and misunderstandings

Required knowledge

- potential special needs of customers in a given industry context
- importance of cultural awareness to customer service situations
- ethics of professional behaviour in a given industry context

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, 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

The following evidence is critical to the judgement of competence in this unit:

- understanding of communication and customer service and its importance in the context of the cultural industries
- ability to communicate effectively with customers, including those with special needs, within the range of situations required for the relevant job role
- ability to respond effectively to a range of different customer service situations.

Context of and specific resources for assessment

The assessment context must provide for:

- practical demonstration of communication skills through interaction with others
- project or work activities that allow the candidate to respond to multiple and varying customer service and communication situations relevant to the job role.

Method of assessment

Assessment may incorporate a range of methods to assess practical skills and the application of essential underpinning knowledge, and might include:

- direct observation of the candidate carrying out work tasks involving dealing with customers
- role plays about communication situations and dealing with conflicts and misunderstandings
- oral or written questioning about effective communication and personal presentation
- review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate.

Assessment methods should closely reflect workplace demands and the needs of particular groups (e.g. people with disabilities, and people who may have literacy or numeracy difficulties such as speakers of languages other than English, remote communities and those with

EVIDENCE GUIDE	
	interrupted schooling).
Guidance information for assessment	Assessment of this unit requires access to: • typical organisational customer service policies and procedures.

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, 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.

Customers may include:

- event organisers
- outside contractors
- theatre/cinema/event patrons
- those from a range of cultural customs/backgrounds
- venue hirers
- workmates/colleagues

Situations and contexts where customer service is provided may include:

- back-of-house
- front-of-house
- in an office
- reception area

Oral **communications** tasks include:

- asking questions to gain information, clarify ambiguities and adequately understand requirements
- asking the right questions to elicit customer special needs
- empathising with the customer situation while upholding venue or hirer policy
- negotiating outcomes where points of view differ
- providing information accurately in plain English with sensitivity to the needs of people from a range of cultural and linguistic backgrounds and people with intellectual or physical disabilities
- rephrasing and repeating questions, requests and statements to confirm they have been correctly understood
- responding to instructions
- speaking clearly to be understood and listening carefully to understand

Non-verbal communication may include:

- body language
- culturally specific communication customs and practices

RANGE STATEMENT	
	• dress and accessories • gestures and mannerisms • use of space • voice tonality and volume
Personal presentation may include:	• dress • hair and grooming • hands and nails • jewellery • use of safety items • use of uniform
Customers with special needs may include:	• aged people • first-time patrons • groups • infants • parents with young children • pregnant women • school groups • those with a disability • those with special or cultural needs • unaccompanied children • VIPs
Organisational guidelines may include:	• addressing the person by name • modes of greeting and farewelling • time-lapse before a response.
Customers with special needs may require:	• hearing assistance • special seating • translation assistance • wheelchair access.

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Stakeholder relations - customer service
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Co-requisite units

Co-requisite units		