



Australian Government

SFLSOP007 Interact with floristry customers

Release: 1

SFLSOP007 Interact with floristry customers

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to deliver customer service to floristry customers. It requires the ability to greet and serve customers and cover a range of customer service enquiries including routine customer problems. Service provision could be face-to-face, via electronic means or over the telephone.

This unit applies to all floristry industry businesses including retail floristry shops, studio or online businesses. It applies to floristry assistants who work under close supervision and with guidance from more experienced and senior florists. They provide routine customer service and would not be expected to respond to complex customer requests or complaints.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Sales and Operations

Unit Sector

Floristry

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes

1. Greet and serve customers.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1 Prioritise customers over other workplace duties.
- 1.2 Greet customers in a polite and friendly manner within designated response times.
- 1.3 Communicate with customers clearly and concisely using appropriate communication medium.
- 1.4 Use questions and actively listen to customer responses to determine their needs.

- | | |
|--|---|
| | 1.5 Use appropriate non-verbal communication and adapt to cultural differences in verbal and non-verbal communication. |
| | 1.6 Show interest in customer needs and maintain a welcome customer environment during service delivery. |
| | 1.7 Explain and match floristry products and services to customer needs. |
| 2. Work with others to deliver service. | 2.1 Follow directions of supervisors and managers to deliver quality service. |
| | 2.2 Identify personal limitations in serving needs of customers and seek assistance from others. |
| | 2.3 Resolve routine customer problems according to level of individual responsibility and organisational policy. |
| | 2.4 Refer other service issues to relevant staff for action. |
| | 2.5 Provide customer feedback to supervisors or managers. |
| 3. Maintain personal presentation and hygiene. | 3.1 Identify appropriate personal presentation in line with organisational policy, customer expectations, work location and activities. |
| | 3.2 Practise high standards of personal presentation and hygiene. |

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed below:

Skill	Description
Reading skills to:	- interpret: - basic messages, notes, and emails - detailed organisational customer service policies and procedures.
Writing skills to:	produce simple and clear messages, notes and emails.
Technology skills to:	operate telephone equipment and use electronic communication media.

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>

Assessment Requirements for SFLSOP007 Interact with floristry customers

Modification History

Not applicable.

Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- communicate effectively and provide fundamental customer service during six customer interactions:
 - at least two must involve adapting to culturally different communication needs
- across those six customer interactions, cover:
 - two face-to-face communications
 - two communications via email
 - two communications via the telephone
 - resolution of two routine customer problems.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- importance of the customer within floristry businesses and expected service standards
- basic principles of positive customer service
- open and closed questioning techniques
- appropriate body language for customer service
- communication techniques to:
 - convey information clearly and concisely
 - resolve basic customer problems
- basic range of cultural differences in verbal and non-verbal communication
- verbal and non-verbal cues indicating customer understanding of information and problems
- essential features, conventions and usage of these types of communication media:
 - telephone
 - email
- range of typical routine customer problems that occur within floristry businesses:
 - incorrect pricing of products and services
 - delays in providing products or services
 - misunderstanding of customer requests

- providing incorrect products or services
- floristry industry and organisational:
 - types of customers
 - designated response times for acknowledging customers and their enquiry
 - personal presentation and hygiene standards
 - customer service policies and procedures including those for resolving routine customer service problems.

Assessment Conditions

Skills must be demonstrated in a floristry industry customer service environment. This can be:

- an industry workplace
- a simulated industry environment operated within a training organisation.

Assessment must ensure use of:

- computers and email service
- telephones
- organisational policies and procedures for:
 - customer service
 - resolving routine customer service problems
 - personal presentation and hygiene
- customers with whom the individual can interact; these can be:
 - paying customers an industry workplace who are served by the individual during the assessment process or
 - people who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation
- sufficient customer traffic that allows for prioritisation of tasks so that customers are served effectively in a logical sequence.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors, and:

- hold a qualification or Statement of Attainment in Floristry which covers the skills and knowledge requirements in this unit of competency or equivalent; and
- have worked as a florist in the industry for at least three years where they have applied the skills and knowledge covered in this unit of competency or equivalent.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1fbe7a66-4c60-4b1c-8616-a3e693d9d8b9>

