



Australian Government

Department of Education, Employment and Workplace Relations

SFLSOP306A Provide quality service to floristry customers

Revision Number: 1

SFLSOP306A Provide quality service to floristry customers

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, interpersonal, communication and customer service skills and knowledge required to work in the floristry industry. It requires the ability to use appropriate communication techniques, maintain high personal presentation standards, establish rapport with customers, determine and address customer service needs and expectations and deal with complaints. The related function of proactively selling floristry products to meet the customer's product requirements and special requests is covered in: • SFLSOP307A Sell floristry products 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	This unit describes a key communication and customer service skill for those working within the floristry industry and applies to the full range of industry sectors and environments. The floristry business could be a retail, studio or online floristry business and service provision could be face-to face, via electronic means or over the telephone. This unit underpins effective performance for all skills involving customer interaction. This unit applies to florists who operate with some level of autonomy or under limited supervision from others. It is undertaken by a diverse range of people such as retail floristry sales personnel, telephone sales agents, e-business sales personnel, studio florists, floral designers, florists involved in corporate or special events and owner-operators of small floristry businesses.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil	

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 customers.	1.1. Conduct communication with customers 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 customers. 1.5. Show sensitivity to cultural and social diversity. 1.6. Use active listening and questioning to facilitate effective two-way communication. 1.7. Select an appropriate medium of communication for the particular audience, purpose and situation, taking into consideration the characteristics of each medium and the relevant factors involved. 1.8. Use communication medium correctly and according to standard protocols and the organisation's procedures.
2. Maintain personal presentation standards.	2.1. Identify appropriate personal presentation in line with the organisation's requirements, work location, impacts on the potential range of customers, and the specific requirements for particular work functions. 2.2. Practice high standards of personal presentation at all times.
3. Provide service to customers.	3.1. Identify customer service needs and expectations correctly, including customers with special service needs, and provide appropriate level of service to meet their needs. 3.2. Meet all reasonable customer needs and requests within acceptable organisational timeframes. 3.3. Provide relay services to customers and ensure all special requests are met. 3.4. Identify and take all opportunities to enhance service quality.
4. Develop a customer relationship.	4.1. Proactively maintain contact with the customer until quotations and orders are complete. 4.2. Develop a rapport with and provide empathy and special assistance to the customer who is faced with special circumstances. 4.3. Promote repeat business by the offer of promotional

ELEMENT	PERFORMANCE CRITERIA
	<i>services.</i>
5. Respond to conflicts and customer complaints.	5.1. Identify potential and existing conflicts and seek solutions in conjunction with parties involved. 5.2. Recognise customer dissatisfaction promptly and take action to resolve the situation according to individual level of responsibility and the organisation's procedures. 5.3. Respond to customer complaints positively, sensitively and politely and in consultation with the customer. 5.4. Resolve or refer escalated complaints to the appropriate person according to individual level of responsibility and the organisation's policy and procedures. 5.5. Maintain a positive and cooperative manner at all times in dealing with customers.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- communication skills including active listening and open and closed questioning to develop rapport and to determine and meet customers' special service requirements
- communication skills to select and use appropriate verbal and non-verbal language to respond to different cultural and special service needs
- literacy skills to read basic messages, notes, emails and faxes and to locate and understand specific information required by the customer
- writing skills to produce basic clear and concise messages, notes, emails and faxes
- telephone skills to correctly operate the equipment and to use correct vocal tone, pace and volume
- techniques to identify and resolve conflict situations, customer complaints and misunderstandings within scope of responsibility.

Required knowledge

- protocol and service rituals of the floristry industry, differing sectors and the organisation in particular
- ethics of professional floristry industry behaviour
- different customer service and communication expectations especially those with special service needs
- the general characteristics of the main social and cultural groups in Australian society and the key aspects that relate to their cultural and religious protocols and preferences for service and communication
- stresses faced by customers faced with special circumstances such as death of a relative or organisation of special events such as weddings
- the essential features, conventions and use of different types of communication media
- the principles of quality customer service and positive communication
- promotional services provided by the floristry industry and the organisation in particular
- procedures that generally operate within the floristry industry and the organisation in particular for the provision of relay services and dealing with complaints
- standards of personal presentation that apply to the floristry industry and the organisation in particular
- complaint handling policies and procedures that generally operate within the floristry industry and the organisation in particular.

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

Evidence of the following is essential:

- knowledge of communication and customer service principles and their importance in a floristry service context
- ability to communicate effectively with a variety of customers including those with special needs, difficult customers or customers with a complaint
- ability to provide quality customer service on multiple occasions. To ensure consistency of performance and ability to respond to different circumstances, this should occur over a period of time and cover a range of diverse customer service situations, including the resolution of complaints
- completion of service within commercial time constraints so that all customers are served effectively.

Context of and specific resources for assessment

Assessment must ensure:

- access to a fully equipped floristry service environment using appropriate telephones, computers, printers, information programs, product publications and software programs currently used in the floristry industry to assist with communication and service provision
- interaction with customers to demonstrate the interpersonal communication requirements of the unit
- the presence of sufficient customer traffic that allows for prioritisation of tasks.

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 of the candidate providing service to customers
- project or work activities that show the candidate's ability to provide quality customer service that meets the requirements of differing industry contexts e.g.

EVIDENCE GUIDE

service within retail floristry shops, studio environments, telephone sales environments, e-businesses

- role-plays about communication situations and the resolution of complaints and misunderstandings
- review of simple messages written by the candidate for various situations
- review of customer feedback
- written and oral questioning or interview to test knowledge of effective communication techniques and personal presentation requirements
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- BSBDES402A Interpret and respond to a design brief
- SFLDEC302A Design floristry products
- SFLDEC407A Design complex floristry products
- SFLDEC409A Coordinate floristry products for a special occasion
- SFLDEC511A Style and manage an event
- SFLSOP308A Prepare quotations for floristry products
- SIRXSLS301A Sell products and services.

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.

<i>Communication</i> may be:	• verbal • by written format, such as handwritten, electronic e.g. email, or hard copy e.g. letter • by telephone • face-to-face • varied according to the needs of the customer including: • use of appropriate voice tonality and volume • use of languages other than English • use of a family interpreter • use of basic gestures • use of visual aids such as photographs, sketches or product information sheets • formal • informal using abbreviations.
<i>Customers</i> may be:	• team members and colleagues in a large internal structure • external customers and clients • business to business customer e.g. retailer to an event co-ordinator • e-business • studio • new • regular • retail • corporate.
<i>Non-verbal communication</i> may involve:	• body language • dress and accessories • gestures and mannerisms • use of space • culturally specific communication, customs and practices.

RANGE STATEMENT	
<i>Cultural and social diversity</i> may include:	• modes of greeting, farewelling and conversation • body language, including use of body gestures • formality of language.
<i>Medium of communication</i> may be via:	• letter • promotional materials such as newsletters • fax • email or other electronic communication • simple written messages, such as writing down the price of display items or telephone messages • face-to-face • telephone • two-way communication systems • standard forms and pro formas • assistive technology, e.g. telephone typewriter (TTY).
<i>Factors affecting the selection of appropriate medium</i> may include:	• technical and operational features • access of the sender and receiver to necessary equipment • technical skills required to use the medium • required format • degree of formality required • urgency and timeframes.
<i>Protocols and the organisation's procedures</i> may include:	• modes of greeting and farewelling • addressing the person by name • required timeframe for addressing and serving customers • required timeframe for response to an enquiry • style manual requirements • use of standard letters • use of pro-formas e.g. tickets, labels, signs and quotations • relationship with relay organisation.
<i>Personal presentation</i> may include:	• attire, shoes and accessories • wearing of uniform items within the organisation's policy requirements • complying with organisation's policy for personal presentation • hair and grooming • hands and nails

RANGE STATEMENT	
	• jewellery • personal hygiene.
<i>Customers with special service needs</i> may include:	• people with a disability • people with special cultural or language needs • unaccompanied children or adolescents • parents with young children • pregnant women • aged people.
<i>Customers faced with special circumstances</i> may include:	• people facing the stresses of co-ordinating a special event or special occasions • grieving family members or friends • customers purchasing funeral products that must comply with the procedures of funeral directors, cemeteries or crematoria • people with last-minute special requests.
<i>Promotional services</i> may include:	• customer loyalty programs • newsletters • email notification of sales, new product ranges or reminders of forthcoming special occasions such as mother's day and Valentine's day • sale of gift vouchers • discount vouchers.
<i>Customer complaints</i> may relate to:	• problems with the service, such as delays or wrong orders • problems with the product • communication barriers or misunderstandings • communication via email or other electronic means, telephone, mail or face-to face contact.

Unit Sector(s)

Unit sector	Floristry
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Competency field

Competency field	Floristry Sales and Operations
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Co-requisite units

Co-requisite units		