



Australian Government

SIRCCCS001 Interact with pharmacy customers

Release: 1

SIRCCCS001 Interact with pharmacy customers

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to deliver fundamental customer service to community pharmacy customers. It requires the ability to greet and serve customers and cover a range of customer service enquiries including routine customer problems.

This unit applies to pharmacy assistants who work under supervision, with guidance from more experienced team members, and ultimately under the supervising pharmacist. 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

Client and Customer Service

Unit Sector

Community Pharmacy

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Greet and interact with 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.
- 1.4.Question and actively listen to customer responses to determine their needs.
- 1.5.Identify and act on triggers for referral to a pharmacist or

- other pharmacy staff.
2. Respond to routine customer needs.
 - 2.1. Direct customers to key product areas within the pharmacy.
 - 2.2. Explain and match pharmacy products and services to customer needs.
 - 2.3. Use tact and discretion when collecting and providing information to customers.
 3. Work with others to deliver service.
 - 3.1. Follow directions of supervisors and managers to deliver quality service.
 - 3.2. Share information with others and contribute constructively to the team to maximise quality of service provided.
 - 3.3. Resolve routine customer problems according to scope of own job role and organisational policy.
 - 3.4. Refer service issues beyond scope of own job role to colleagues for action.
 - 3.5. Provide customer feedback to supervisors or managers.
 - 3.6. Recognise limits of own skills and knowledge in responding to customer needs and seek assistance from others.

Foundation Skills

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

Unit Mapping Information

No equivalent unit.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

Assessment Requirements for SIRCCCS001 Interact with pharmacy 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, using questioning and active listening to provide routine service to customers of diverse ages, physical wellbeing and cultural background
- manage six customer interactions using the following communication methods:
 - face-to-face
 - telephone
- resolve two different 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 community pharmacies
- principles of quality customer service and positive communication
- value of customer feedback in improving service delivery
- communication techniques:
 - open and closed questioning
 - active listening
 - verbal and non-verbal cues
 - voice tonality
 - body language
 - methods for conveying information clearly and concisely
- professional service standards expected by community pharmacies; expected attitudes, attributes and ethics to work with customers:
 - discretion
 - patience
 - respect
 - sensitivity
 - tact
 - tolerance
- community pharmacy industry and organisational:

- types of internal and external customers and their varying needs
- routine customer requests and needs and how to respond:
- triggers for referral to pharmacist or more senior pharmacy colleagues
- designated response times for acknowledging customers and their enquiry
- personal presentation standards
- customer service policies and procedures including those for handling routine customer service problems
- typical routine customer problems that occur within community pharmacies and how to respond:
 - incorrect pricing of products and services
 - delays in providing products or services
 - misunderstanding of customer requests
 - providing incorrect products or services
 - requests for refunds or exchanges.

Assessment Conditions

Skills must be demonstrated in a community pharmacy customer service environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure use of:

- telephones
- community pharmacy industry policies and procedures:
 - customer service
 - resolving routine customer service problems
- customers with whom the individual can interact; these can be:
- paying customers in an industry workplace who are served by the individual during the assessment process; or
- individuals 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.

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

- have worked in the pharmacy sector for at least two years.

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