



Australian Government

Assessment Requirements for SIRCCCS002 Provide and promote services to pharmacy customers

Release: 1

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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 quality customer service to customers of diverse ages, physical wellbeing and cultural background
- manage six customer interactions using the following communication methods:
 - face-to-face (at least four)
 - telephone
- respond appropriately to:
 - two complaints
 - two situations where customers exhibit behaviours of concern.

Knowledge Evidence

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

- principles of quality customer service and positive communication
- communication techniques:
 - open and closed questioning
 - active listening
 - verbal and non-verbal cues
 - voice tonality and volume
 - body language
 - methods for conveying information clearly and concisely
- essential features, conventions and usage of these types of communication media:
 - email
 - telephone
- general characteristics of the main social and cultural groups in Australian society and key aspects of their cultural and religious protocols and preferences for service and communication
- professional service standards expected of pharmacy service industry personnel; 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; their service and communication expectations
 - types of high risk customers
 - designated response times for acknowledging customers and their enquiry
 - personal presentation standards
 - customer service policies and procedures including those for handling complaints and difficult customer behaviour
- basic aspects of stresses faced by customers with special circumstances, their potential needs, and communication techniques to manage these types of customers, including when referral to the pharmacist is indicated:
 - alcohol and/or drug affected
 - people with disabilities
 - people with mental health issues
 - the elderly
 - the physically unwell
 - those with special language or cultural needs
- basic causes and types of behaviours of concern exhibited by community pharmacy customers:
 - aggression and verbal abuse
 - confusion and cognitive impairment
 - intoxication and influence of illicit drugs
 - intrusive behaviour
 - manipulation
 - noisiness
 - wandering
- conflict theory:
 - signs
 - stages and levels of escalation
 - types of resolution or result
- complaint and conflict resolution and communication techniques:
 - assertiveness
 - active listening
 - empathy
 - non-verbal communication
 - language style

- negotiation
- key provisions of the Community Pharmacy Service Charter
- sources of information on pharmacy health care support services:
 - Commonwealth Government Department of Health
 - Current Community Pharmacy Agreement
 - in-house information system
 - industry associations
 - online and printed brochures
- types of health care support and professional services offered by pharmacies, including the basic features, benefits, administration and service requirements of:
 - Aboriginal and Torres Strait Islander Programs; those relevant to customer interaction
 - Australian Needle and Syringe Program
 - blood glucose testing
 - blood pressure testing
 - obstructive sleep apnoea services
 - supply and hire of home health care aids and equipment
 - Medicines Use review (MUR)
 - Home Medicines Review (HMR)
 - Diabetes Medication Management Service
 - provision of Dose Administration Aids (DAAs)
- a range of formats for and inclusions of information presented to customers.

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:

- information technology hardware and software
- online information systems
- telephones
- community pharmacy industry policies and procedures:
 - customer service
 - complaint handling
 - handling behaviours of concern
- current Community Pharmacy Service Charter
- online and printed brochures describing pharmacy health care services
- customers with whom the individual can interact; these can be:

- 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
- assessment activities that allow the individual to work with commercial speed, timing and productivity to provide information and advice to customers within acceptable industry and organisational timeframes.

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.

Links

Companion Volume implementation guides are found in VETNet -

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