



Australian Government

SIRXCEG001 Engage the customer

Release: 1

SIRXCEG001 Engage the customer

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to interact and communicate with a diverse range of customers to assist with basic enquiries and contribute to a service culture.

It applies to individuals working in frontline customer service roles in a diverse range of industry sectors and business contexts. They operate with some independence under general supervision and guidance from others, and within established organisational policies and procedures.

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

Pre-requisite Unit

Nil

Competency Field

Customer Engagement

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Engage customers.

2. Assist customers.

PERFORMANCE CRITERIA

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

1.1.Greet customers in a polite and friendly manner within designated response times and make them a priority over other workplace duties.

1.2.Clearly communicate with customers using appropriate verbal and non-verbal communication.

1.3.Adapt communication style to appropriately communicate with customers from diverse backgrounds.

2.1.Identify and act on opportunities to assist customers and be

- available to assist customers when needed.
- 2.2. Question and actively listen to customers to determine their needs.
- 2.3. Resolve routine customer problems according to individual responsibility level and organisational policies and procedures.
- 2.4. Address general customer enquiries and provide accurate information in a clear and courteous manner.
- 3. Contribute to a service culture.
 - 3.1. Act in line with organisational service standards to ensure quality customer service.
 - 3.2. Show interest in customer's needs and maintain a welcoming customer environment free of complacency.
 - 3.3. Seek assistance from relevant personnel when customer's needs are beyond scope of own responsibility.
 - 3.4. Identify and take opportunities to improve customer service standards.
 - 3.5. Refer customer service issues and feedback to relevant personnel for action.

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 SIRXCEG001 Engage the customer

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:

- contribute to a customer service culture by providing customer service, in line with organisational service standards, across four different customer interactions
- for the above four customer interactions, individually or cumulatively involve:
 - customers from diverse backgrounds
 - resolution of two routine customer problems
 - provision of accurate information to address two general customer enquiries
 - referral of unresolved customer enquiry
 - use of effective communication techniques and positive body language.

Knowledge Evidence

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

- organisational service standards and procedures for:
 - designated customer service response times
 - interacting with customers
 - solving routine customer problems
 - providing information to customers
- basic principles for achieving positive customer service
- verbal and non-verbal communication
- techniques for effective communication:
 - open and closed questioning
 - paraphrasing
 - effective listening
 - voice tonality and volume
- body language and its role in customer service
- effective communication strategies for interacting with customers of diverse backgrounds
- commercial impact of:
 - positive customer service
 - poor customer service

- organisational information and sources of information to assist customer with customer enquiries.

Assessment Conditions

Skills must be demonstrated in a services industry environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- relevant documentation:
 - organisational service standards and procedures for:
 - designated customer service response times
 - interacting with customers
 - solving routine customer problems
 - providing information to customers
- customers from a diverse range of backgrounds; these can be:
 - individuals in an industry workplace, or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

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