



Australian Government

SIRXCEG003 Build customer relationships and loyalty

Release: 1

SIRXCEG003 Build customer relationships and loyalty

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to build customer relationships and foster customer loyalty.

It applies to individuals working in frontline customer service roles in a diverse range of industry sectors and business contexts. They operate with independence and under limited 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	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Develop relationships with customers.	1.1. Provide personalised service to customers in a professional manner that promotes repeat business. 1.2. Identify repeat business and acknowledge customer return. 1.3. Provide tailored recommendations for products and services based on known individual customer needs.
2. Generate customer loyalty.	2.1. Convert customers to brand advocates through exemplary customer service. 2.2. Inform customers of benefits associated with promotions and loyalty programs as required.

- 2.3. Identify trends in customer demands for products and services and communicate with relevant personnel to ensure availability.
3. Deal with escalated customer complaints.
- 3.1. Clarify information regarding escalated customer complaints referred from team members.
- 3.2. Take action to pacify customer maintaining a calm and professional manner.
- 3.3. Identify source of customer dissatisfaction and seek appropriate solutions in consultation with the customer.
- 3.4. Ensure the customer is satisfied with solutions and offer compensation in line with level of responsibility.

Foundation Skills

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.

SKILLS	DESCRIPTION
Reading skills to:	interpret plain English documents that outline organisational policies and procedures relevant to customer service.
Initiative and enterprise skills to:	identify and act on opportunities to enhance a customer's experience.

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 SIRXCEG003 Build customer relationships and loyalty

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:

- provide current, accurate and relevant information and assistance to four different customers regarding the following to build customer brand loyalty:
 - promotional activities
 - products and services
 - brand or business customer benefits
- identify trends in customer purchasing patterns and make recommendations that enhance customer service and loyalty
- take appropriate action to resolve two escalated customer complaints.

Knowledge Evidence

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

- techniques for:
 - providing personalised extemporaneous customer service
 - anticipating customer preferences, needs and expectations throughout the service experience
 - building customer loyalty
 - resolving escalated customer complaints
 - pacifying dissatisfied customers
- commercial benefits of building customer relationships and loyalty
- industry and organisational:
 - professional service standards
 - attitudes and attributes expected when engaging with customers
 - different customer service needs and expectations
 - types of customer benefits
 - essential features and use of customer databases
- key aspects of Australian consumer and privacy law as relevant to customer interactions.

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:
 - industry and organisational:
 - professional service standards
 - attitudes and attributes expected when engaging with customers
 - different customer service needs and expectations
 - types of customer benefits
- current plain English regulatory documents distributed by government regulators for:
 - Australian Consumer Law
 - privacy law
- customers; 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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