



Australian Government

SIRXCEG003 Build customer relationships and loyalty

Release: 1

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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

Elements describe the essential outcomes.

1. Develop relationships with customers.

2. Generate customer loyalty.

PERFORMANCE CRITERIA

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

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.

2.1. 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>