



Australian Government

Assessment Requirements for SIRXCEG004 Create a customer-centric culture

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:

- monitor and review customer service standards, on three different occasions, and document a plan to improve customer service standards based on observations
- demonstrate the following approaches to promoting a customer-centric culture:
 - role-modelling customer service standards
 - observing standard of customer service delivery
 - coaching team members towards improvement
 - identifying and rectifying customer service delivery issues.

Knowledge Evidence

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

- principles of quality customer service:
 - customer expectations
 - enhancing customer experience
- techniques for:
 - coaching others
 - providing performance feedback
 - seeking feedback
 - monitoring and reviewing customer services standards
 - improving customer service standards
- organisational customer services standards:
 - professional service standards
 - designated response times
 - customer service procedures
 - resources required to deliver on customer service standards
- commercial impact of:
 - quality customer service
 - poor customer service
 - positive and negative customer reviews

- value and role of customer feedback in improving service delivery.

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:

- organisational customer service standards:
 - professional service standards
 - designated response times
 - customer service procedures
 - resources required to deliver on customer service standards
- team members and 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.

Links

Companion Volume implementation guides are found in VETNet -

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