



Australian Government

SIRXCEG004 Create a customer-centric culture

Release: 1

SIRXCEG004 Create a customer-centric culture

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to manage and ensure the delivery of customer service standards and work with team members to improve customer experiences.

It applies to individuals working in customer service management roles in a diverse range of industry sectors and business contexts. They operate independently with some responsibility for others and decision making, 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. Promote a customer focused culture.	1.1.Ensure team understanding of and commitment to providing quality customer service and enhancing the customer's experience. 1.2.Promote customer service standards within the team and encourage ownership over delivery of service standards. 1.3.Act as a positive role model displaying customer centric behaviours and consistently delivering on customer service standards.
2. Foster the customer	2.1.Ensure adequate team resourcing to ensure delivery on

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| culture. | customer service standards. |
| | 2.2. Monitor customer service and take action when standards are not met. |
| | 2.3. Provide feedback to team on their ability to meet customer service standards. |
| | 2.4. Provide coaching to team members to enhance customer service delivery. |
| 3. Monitor and adjust customer service. | 3.1. Seek feedback from team and customers on customer service standards. |
| | 3.2. Review customer trends and demands and seek opportunities to enhance customer experience based on findings. |
| | 3.3. Develop and document customer service improvement plans in consultation with the team. |

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 SIRXCEG004 Create a customer-centric culture

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.

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