



Australian Government

SIRXCEG004 Create a customer-centric culture

Release: 1

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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

- 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>