



Australian Government

SIRXCEG006 Provide online customer service

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to interact with customers using online communication tools. It requires the ability to provide information to customers, handle customer difficulties, and provide customer service and support in an online environment.

It applies to individuals who interact with customers online in a diverse range of businesses with an online presence. They operate with some independence, 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. Communicate with customers online.

PERFORMANCE CRITERIA

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

1.1. Use digital communication tools to communicate with customers online according to organisational online customer service standards and procedures.

1.2. Communicate with customers online using appropriate communication styles and within designated response times.

1.3. Use correct spelling and grammar when communicating with customers in written form.

- 1.4. Identify and take opportunities to improve customer experience within scope of own responsibility.
 - 1.5. Promote customer loyalty and repeat business when communicating with customers online.
 - 1.6. Request referrals, ratings and user-generated content from customers.
 - 1.7. Monitor customer demand for products and services and inform relevant personnel to ensure customer needs are met.
 - 1.8. Record customer interactions and feedback according to organisational policies and procedures.
 - 1.9. Make suggestions for improved customer service standards and procedures to relevant personnel.
2. Respond to customer difficulties online.
- 2.1. Identify customer difficulties and provide required support.
 - 2.2. Identify customer dissatisfaction and take action to avoid escalation.
 - 2.3. Follow organisational online customer service standards and procedures to respond to customer complaints.
 - 2.4. Refer complex customer complaints to relevant personnel for action.
 - 2.5. Maintain a professional manner during online customer interactions.
 - 2.6. Identify consistent and potential customer difficulties and report to relevant personnel to minimise future customer dissatisfaction.
3. Process online refunds and exchanges.
- 3.1. Identify reasons for refunds and exchanges, and offer a replacement or alternative product or solution to maximise sales opportunities.
 - 3.2. Process online refunds and exchanges according to organisational policies and procedures.

Foundation Skills

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**

Self-management skills to:

- maintain professionalism in difficult situations related to customer complaints.

Technology skills to:

- use online technology and tools to communicate with customers.

Unit Mapping Information

No equivalent unit

Links

Companion Volume Implementation Guides -

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

Assessment Requirements for SIRXCEG006 Provide online customer service

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:

- identify customer requirements and provide online customer service to address requirements, across four different online customer interactions
- provide service to the above customers following organisational online customer service standards and procedures
- follow organisational customer service standards and procedures to:
 - resolve a customer complaint
 - resolve a customer difficulty
 - process an online refund
 - process an online exchange
- make suggestions for improved online customer service standards and procedures.

Knowledge Evidence

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

- key legal and ethical considerations as related to online customer service provision:
 - Australian Consumer Law
 - privacy
- organisational policies and procedures:
 - processing refunds and exchanges online
 - recording customer information
- organisational online customer service standards:
 - response times
 - communication styles
 - handling customer complaints
 - reporting customer services issues
- key aspects of online communication:
 - written communication techniques
 - appropriate communication styles
 - role and use of tone in written communication

- maintaining brand integrity
- common causes of customer complaints and difficulties in an online environment
- online customer service provision and techniques for:
 - identifying customer dissatisfaction
 - handling customer complaints
 - handling customer difficulties
 - generating customer loyalty
 - building rapport with customers
 - seeking referrals and user generated content
- role and impact of customer feedback in an online environment:
 - positive feedback
 - negative feedback
- commercial impact of:
 - unresolved customer complaints
 - customer dissatisfaction
 - refunds and exchanges.

Assessment Conditions

Skills must be demonstrated in a service industries environment. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- relevant documentation:
 - organisational policies and procedures:
 - processing refunds and exchanges online
 - recording customer information
 - organisational online customer service standards:
 - response times
 - communication styles
 - handling customer complaints
 - reporting customer service issues
- information technology hardware and software
- online communication tools
- online information systems
- online customers with whom the individual can interact. 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

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