



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>