



Australian Government

SIRXCEG007 Develop online customer service standards

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop, implement and review online customer service standards and activity.

This unit applies to individuals working in a diverse range of sectors and business contexts that have an online presence. They operate independently, under limited supervision from others, and are responsible for making a range of operational decisions.

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. Develop online customer service standards.	1.1. Access and review information on online customer service needs and expectations. 1.2. Research industry best practice and use findings to benchmark the development of online customer service standards. 1.3. Seek input from others to inform the development of online customer service standards. 1.4. Develop online customer service standards that align with existing organisational policies, procedures and brand values.

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| | 1.5. Determine online customer service touchpoints and identify required communication technologies. |
| | 1.6. Determine performance metrics to evaluate customer service standards. |
| | 1.7. Incorporate legal and ethical requirements into the development of online customer service standards |
| | 1.8. Ensure consistency between online and offline customer service standards, as required. |
| 2. Implement and monitor online customer service standards. | 2.1. Communicate online customer service standards and expectations to relevant personnel. |
| | 2.2. Ensure availability of resourcing required to maintain online customer service standards. |
| | 2.3. Monitor customer service levels to ensure standards are met and take corrective action when standards are not met. |
| | 2.4. Provide feedback and support to team members to enhance online customer service standards. |
| | 2.5. Take responsibility for resolution of complex and difficult customer interactions. |
| 3. Review online customer service standards. | 3.1. Review customer feedback, reviews and complaints to assess online customer service provision. |
| | 3.2. Use performance metrics to evaluate customer service standards. |
| | 3.3. Communicate customer feedback to the team and discuss opportunities for improved customer service provision. |
| | 3.4. Identify and address technological and resourcing issues impacting effective customer service provision. |
| | 3.5. Adjust customer service standards based on feedback received. |

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

Technology skills to:

- use digital technologies and systems to access, document

and communicate information.

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 SIRXCEG007 Develop online customer service standards

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:

- research industry best practice for online customer service standards and use findings to develop online customer service standards for one organisation, detailing:
 - online customer service procedures
 - complaints resolution procedures
 - customer service touch-points
 - performance metrics
- review online customer service standards across a three-month period, evaluate performance, and adjust customer service standards based on findings.

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 customer service standards:
 - Australian Consumer Law
 - copyright
 - privacy
 - codes of practice
 - security
- principles of customer service and their application in an online environment
- industry standards for best practice online customer service standards
- current technologies and touch-points used for the provision of online customer service
- key inclusions of online customer service standards:
 - online customer service procedures
 - complaints resolution procedures
 - customer service touch-points
 - performance metrics
- performance metrics available to measure customer service standards
- commercial impact of customer service provision, both positive and negative.

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:

- online customer service feedback and data
- information technology hardware and software
- online information systems.

Assessors must satisfy the Standards for Registered Training Organisation's requirements for assessors.

Links

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