



Australian Government

Department of Education, Employment and Workplace Relations

SIRXCCS003A Coordinate interaction with customers

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to coordinate interaction with customers. It involves implementing customer service standards, implementing store policy regarding customer complaints, communicating with management, and leading a customer service team.
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Application of the Unit

Application of the unit	This unit requires a demonstrated ability to coordinate a customer service team, provide accurate feedback to management on operational and procedural matters related to customer service, and supervise the resolution of customer complaints according to store policy. Those with managerial responsibility undertake this role.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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Employability Skills Information

Employability skills The required outcomes described in this unit contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Implement customer service standards.	1.1 Monitor <i>service standards</i> according to <i>store policy</i>. 1.2 Identify deficiencies in service and take action as required according to store policy. 1.3 Convey store and <i>legislative policy and procedures</i> in relation to customer service provision to <i>team</i> members. 1.4 Give <i>feedback</i> on quality of service provision to team members and management on a regular basis.
2 Implement store policy regarding customer complaints.	2.1 Monitor service standards to ensure store policy in regard to customer complaints is implemented by sales staff. 2.2 Authorise, action, or refer to a higher authority procedures to resolve customer complaints according to store policy.

ELEMENT**PERFORMANCE CRITERIA**

- 2.3 Satisfy customers' special needs where appropriate according to store policy.
- 3 Communicate with management.
- 3.1 Refer to management current store policies on customer service issues that may affect the operation of the department or section.
- 3.2 Provide **operational information** to management and other supervisors in order to facilitate customer service planning.
- 4 Lead customer service team.
- 4.1 Interpret store policy and procedures and apply to store operation.
- 4.2 Motivate team to achieve a high standard of service to customers.
- 4.3 Ensure team access to current information on staff issues and operations.
- 4.4 Clarify, plan and allocate team tasks in consultation with staff to ensure effective day-to-day store operations and efficient use of human resources.
- 4.5 Inform team of changes in store service policy and procedures that affect their roles and responsibilities.
- 4.6 Provide feedback to team in regard to achievement or non-achievement of agreed service standards and performance targets.
- 4.7 Encourage team members to contribute feedback in regard to achievement of performance targets.
- 4.8 Handle routine problems using appropriate **problem-solving** techniques and refer to management if required.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- interpersonal communication skills, including:
 - giving feedback
 - coaching
 - performance analysis
 - questioning, listening and observation
 - group presentation
 - team motivation
 - negotiation
 - team leadership
 - verbal and non-verbal communication
- literacy skills in regard to:
 - completing a proforma for feedback to management
 - reading and interpreting store policy and procedures.

The following knowledge must be assessed as part of this unit:

- store policy and procedures in regard to:
 - customer service
 - customer complaints about products or individual staff
 - staff supervision
 - monitoring team performance
 - discipline
 - grievance handling
 - allocating duties and responsibilities
 - meetings
 - store appraisal
- merchandise and service range of the store
- lines of communication to staff and management
- relevant legislation and statutory requirements
- relevant industry codes of practice
- interpersonal communication techniques.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- proactively coordinates a team in the provision of quality customer service according to store policy by:
 - consulting with staff
 - allocating tasks
 - conveying relevant information
 - applying store policy
 - monitoring performance
 - identifying deficiencies
 - providing feedback
 - motivating staff
 - solving routine problems
- provides accurate feedback to management on operational and procedural matters related to provision of customer service
- supervises the resolution of customer complaints according to store policy.

Context of and specific resources for assessment

Assessment must ensure access to:

- a retail environment
- relevant documentation, such as:
 - store policy and procedures manuals
 - reporting proformas
 - legislation and statutory requirements
 - industry codes of practice
- a range of customers with different requirements
- a client service team.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- observation of performance in the workplace
- third-party reports from a supervisor
- customer feedback
- answers to questions about specific skills and knowledge
- review of portfolios of evidence and third-party workplace reports of on-the-job performance.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically in the context of the job role and with other relevant units that make up the skill set or qualification.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. ***Bold italicised*** wording in the performance criteria is detailed below.

Service standards may apply to:

- all store activities
- internal and external customers.

RANGE STATEMENT

Store policy may relate to:

- customer service
- staff supervision
- dealing with customer complaints.

Legislative policies and procedures may include:

- Trade Practices Act
- tobacco laws
- lottery legislation
- liquor licensing regulations
- sale of X and R rated products
- sale of second-hand goods
- trading hours
- transport, storage and handling of goods.

Teams may include:

- small work teams
- store team
- corporate team.

Feedback may include:

- verbal reports
- written reports
- presentations
- informal and formal meetings.

Customers may include:

- new and existing customers
- internal or external customers
- customers with a range of social, cultural and ethnic backgrounds and physical and mental abilities
- customers with routine or special needs.

Operational information may include:

- varying levels of staff training
- routine or busy trading times
- sales trends.

Problem solving may be affected by:

- store policy and procedures
- resource implications.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Client and Customer Service