



Australian Government

Department of Education, Employment and Workplace Relations

SIRXCOM202 Communicate with customers using technologies

Release: 1

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Modification History

The version details of this endorsed unit are in the table below. The latest information is at the top.

Release	Comments
First Release	New unit

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to use technologies to communicate with customers according to workplace protocols. It involves correct operation of technologies, development of customer relationships to encourage use of technologies, and contacting customers using technologies such as mobile phone and web applications to inform and promote to customers.

Application of the Unit

This unit applies to frontline service staff and supervisors. It requires the team member to promote technologies to customers and operate these technologies to inform or promote products and services.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Pre-Requisites

Nil

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
1. Clarify procedures for customer contact using technologies.	1.1. Identify and review organisational information relating to the use of technologies for communicating with customers. 1.2. Identify personal responsibility and limitations in relation to communication with customers using technologies. 1.3. Identify protocols for collecting customer data to facilitate communication using technologies. 1.4. Identify protocols for nature and frequency of customer contact using different types of technologies.
2. Operate technologies.	2.1. Identify procedures for operation of technologies and associated applications. 2.2. Test operation of technologies and associated applications and apply protocols in line with nature of customer contact. 2.3. Obtain and apply feedback from relevant staff on operation of technologies.
3. Promote customer communication using technologies.	3.1. Develop relationships with customers to identify scope for communication using technologies. 3.2. Explain benefits of communication using technologies relevant to customers. 3.3. Collect required customer data for communication using technologies. 3.4. Process customer data according to workplace procedures.
4. Contact customers.	4.1. Contact customers using technologies according to workplace procedures. 4.2. Obtain feedback from customers on communication using technologies according to workplace requirements. 4.3. Consider and discuss potential for improvement of customer communications with relevant staff. 4.4. Apply suggested improvements to improve customer communications.

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication and interpersonal skills to:
 - ask questions relating to information and procedures
 - develop relationships with customers
 - explain use of technologies to customers
 - share information
 - use and interpret non-verbal communication
 - use language and concepts appropriate to cultural differences
- literacy skills to find, read and record information
- planning and organising skills to:
 - collect and collate information
 - schedule and complete tasks
 - set and meet timeframes
- technology skills to operate communication technologies

Required knowledge

- scope of organisation's sales and services
- types of technology and their application to retail industry
- workplace procedures relating to:
 - collection of customer data
 - customer service
 - operation of technologies

Evidence Guide

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

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

Evidence of the following is essential:

- adheres to organisational protocols for customer contact using technologies
- promotes benefits of communication to relevant customers using technologies
- communicates with a range of customers using a range of technologies
- obtains and implements feedback on communication procedures.

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated retail work environment
- range of technologies used by the organisation for customer contact
- new and repeat customers
- organisational policies and operating guidelines relating to the use of technologies, including protocols for:
 - collecting and using customer data
 - nature and frequency of customer contact using different technologies.

Method 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
- a role play
- 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.

Guidance information for assessment

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

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the individual, accessibility of the item, and local industry and regional contexts) may also be included.

Organisational information may include:

- mission, values and goals of business
- product and service details
- workplace procedures.

Technologies may include:

- mobile phone technologies and programs
- web technologies and programs
- wireless technologies and programs.

Customer data may include:

- name
- address
- mobile phone number
- email address
- social networking contact details.

Nature and frequency of customer contact may include:

- limitations on the number of contacts in a given time period
- prescribed content of typical messages
- prescribed timeframes for contacts
- style guide for content of communications.

Unit Sector(s)

Cross-Sector

Competency Field

Communication