



Australian Government

Department of Education, Employment and Workplace Relations

SIRXICT004A Adopt mobile commerce applications to improve sales and service

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 identify new approaches for the use of mobile commerce applications and associated processes to enable more efficient models of retail sales and service.

Application of the Unit

Application of the unit This unit requires the team member to perform accurate investigative research and balanced evaluation of mobile commerce applications and technologies to advocate for and assist in implementation of mobile applications and approaches that advance business strengths and competitive advantage according to store policy and relevant legislative requirements. Specialised staff perform this function.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

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.
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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 <i>bold italicised</i> 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.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Confirm the impact of mobile commerce applications and approaches.	1.1 Determine new capabilities provided by <i>mobile commerce technology and mobile commerce applications</i>. 1.2 Assess impact of mobile commerce applications on sales and service processes. 1.3 Determine impact of <i>mobile commerce solutions</i> on current sales and service strategies. 1.4 <i>Assess potential</i> of mobile commerce applications to improve current sales and service.
2 Analyse relevance of mobile commerce applications to current retail operations.	2.1 Complete <i>modelling</i> of mobile commerce applications and associated processes. 2.2 Confirm impact of mobile commerce on markets and online <i>customers</i>. 2.3 Review existing infrastructure and customer access. 2.4 Determine advantages of mobile commerce solutions for suppliers and existing <i>business relationships</i>.

ELEMENT**PERFORMANCE CRITERIA**

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|---|---|---|
| | 2.5 | Establish performance requirements for current retail operations. |
| 3 | Monitor and review mobile commerce applications and technology. | |
| | 3.1 | Select mobile commerce applications and associated processes. |
| | 3.2 | Trial mobile commerce applications and associated processes. |
| | 3.3 | Document results of the mobile commerce trials. |
| | 3.4 | Evaluate the effectiveness of mobile commerce applications and processes against performance objectives. |
| | 3.5 | Use evaluation results to make recommendations on adoption of mobile commerce solutions. |
| 4 | Adopt mobile commerce solutions. | |
| | 4.1 | Implement mobile commerce improvements according to store policy and procedures . |
| | 4.2 | Integrate mobile commerce applications and processes into existing business systems. |

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:

- the ability to:
 - improve sales or service systems utilising mobile commerce applications and approaches
 - research and evaluate mobile commerce options and impact on current business
 - determine market and financial viability of mobile commerce applications and approaches
 - identify and assess risks in adoption of mobile commerce solutions
 - plan for the trial and adoption of mobile commerce applications
 - deal with vendors to secure the most appropriate application and technology
 - make decisions regarding viability of mobile commerce applications and approaches
 - secure approval for review and introduction of mobile commerce applications and approaches
- literacy and numeracy skills in regard to:
 - product research and evaluation
 - data analysis
 - generating reports.

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

- mobile commerce applications
- mobile commerce trends and forecasts
- impact of mobile commerce applications and approaches on exiting markets
- market information, systems and research
- mobile commerce applications and technology development cycles
- price adjustment strategies
- business policy and procedures
- risk factors within specific applications
- planning integration of development and maintenance functions
- determining customer behaviour, needs, expectations and satisfaction levels
- major changes affecting wireless workplaces
- OHS aspects of job
- basic operational requirements, including those affecting:
 - privacy

REQUIRED SKILLS AND KNOWLEDGE

- products and services
- relevant legislation and statutory requirements.

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:

- access, comprehend and process information on mobile commerce technology and applications
- produce evaluative and analytic reports on mobile commerce trends and opportunities in required format, including:
 - accurate investigative research of mobile commerce applications and approaches carried out according to store policy and procedures
 - balanced evaluation of a range of potential mobile commerce applications and approaches according to store policy and relevant legislative requirements
 - projection of return on investment or other advantages to be secured through deployment of mobile commerce applications and approaches in retail sales and services
- identify and discuss impact of mobile commerce applications and approaches on customers by type and specific requirements
- advocate for and assist in implementation of mobile commerce applications and approaches that advance business strengths and competitive advantage
- use correct industry terminology.

EVIDENCE GUIDE

Context of and specific resources for assessment

Assessment must ensure access to:

- a real or simulated work environment
- relevant documentation, such as:
 - business plans
 - marketing plans
 - legislation and statutory requirements
 - OHS requirements
 - industry codes of practice
 - information and performance data on existing business model and IT infrastructure
- information on:
 - markets
 - competitors
 - products and services
 - suppliers
 - new technology.

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
- research report or case study
- a role play
- third-party reports from a supervisor
- written or verbal questioning to assess knowledge and understanding
- 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

EVIDENCE GUIDE

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.

Mobile commerce technology may include:

- wireless application protocol (WAP)
- general packet radio service (GPRA)
- code division multiple access (CDMA)
- 2nd generation digital mobile (GSM)
- 3rd generation (3G)
- 3G or universal mobile telephone service (UMTS)
- short message service (SMS)
- personal digital assistant (PDA)
- personal area network (PAN)
- radio frequency identification (RFID)
- global positioning system (GPS).

RANGE STATEMENT

Mobile commerce applications include:

- instant messaging
- field service automation
- wireless banking
- access to portals
- information services (e.g. client traffic, sales figures and client history)
- logistics management
- mobile stock trading
- sales force automation
- wireless ticketing
- wireless finance and retailing services
- corporate system access
- wireless travel management
- security applications.

Mobile commerce solutions may involve:

- implementation in greenfield sites
- integration of new solutions with existing IT infrastructures and business processes
- integration with basic e-commerce solutions that include different business models depending on the final requirement
- integration across operations at different levels of e-business development involving a mix of the above.

Consultative processes to ***assess potential*** mobile commerce applications may involve:

- individual staff members
- teams
- management
- union representatives
- industrial relations or OHS specialists
- Privacy Act
- other professional or technical staff.

RANGE STATEMENT

Modelling may take into account:

- relevant store policy and procedures
- relevant legislation and statutory requirements
- types of products and services provided
- business policy and procedures in regard to selling products or services
- size, type and location of business
- business merchandise range
- characteristics of specific products or services
- customer demographics
- customer confidence and expectations
- management structure and communication relationships
- existing business models and IT infrastructure
- form of web presence and level of e-commerce readiness
- current and emerging applications and technology
- varying levels of staff training.

Customers may include:

- new or repeat contacts
- internal and external contacts
- customers with routine or special requests
- business customers or individuals
- people from a range of social, cultural and ethnic backgrounds and with varying physical and mental abilities.

RANGE STATEMENT

Business relationships may be influenced by:

- due diligence requirements
- value for money
- data reporting for compliance reasons, e.g. hazard analysis and critical control point (HACCP) or OHS
- risk sharing
- market position
- planning cycles and timing
- cost and price analysis
- terms and conditions agreed
- intellectual property and technology rights
- value management
- continuous improvement
- supply chain management
- infrastructural and capital outlay requirements
- organisational systems integration and compatibility.

Evaluation may include:

- stakeholder consultation
- confirmation that a procurement process is necessary
- development of a business case
- comparison of internal versus outsourced provision
- whether to buy or lease.

Store policy and procedures in relation to:

- the acquisition and sale of products and services
- interaction with customers.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Computer Operations and ICT Management

