



Australian Government

SITXCCS001 Provide customer information and assistance

Release: 1

SITXCCS001 Provide customer information and assistance

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to provide customers with information and assistance on facilities, products and services.

The unit applies to frontline service personnel working in a range of tourism, travel, hospitality, entertainment and cultural contexts. Information and assistance are often provided face-to-face, but may be by telephone or other remote mechanisms.

Customer service personnel working under supervision undertake this function, but the unit is also relevant to those working in operational roles where customer service may not be the main focus of work, e.g. animal handlers in a zoo or technicians in a theatre.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Client and Customer Service

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Access and update information.

PERFORMANCE CRITERIA

Performance criteria describe the performance needed to demonstrate achievement of the element.

- 1.1.Source and access information on facilities, products and services.
- 1.2.Incorporate information into day-to-day work activities.
- 1.3.Share information with colleagues to support the efficiency and quality of service.
- 1.4.Identify and use ***opportunities to update and maintain facility, product and service knowledge.***

2. Assist customers.
 - 2.1. Proactively identify information and assistance needs of customers, including those with special needs.
 - 2.2. Provide accurate information in a clear, courteous and culturally appropriate way.
 - 2.3. Where appropriate, assist or instruct customers in the use of equipment and facilities according to safety requirements, or refer to relevant colleagues.
 - 2.4. Identify and use opportunities to promote internal products and services.
3. Seek feedback on services.
 - 3.1. Proactively seek customer feedback on facilities, products and services.
 - 3.2. Observe customer behaviour to inform future service developments and follow procedures for formal customer evaluation.
 - 3.3. Provide information on customer feedback to relevant colleagues.

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
Reading skills to:	interpret sometimes detailed information on predictable customer requests.
Writing skills to:	record brief notes and basic information.
Oral communication skills to:	listen and respond to diverse customer requests, asking questions to clarify and confirm.
Learning skills to:	review own knowledge of information required to assist customers and participate in activities that continuously update it.

Range of Conditions

Specifies different work environments and conditions that may affect performance. Essential operating conditions that may be present (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) are included.

Range is restricted to essential operating conditions and any other variables essential to the work environment.

Opportunities to update and maintain facility, product and service knowledge must include:

- discussions with colleagues
- internal newsletters
- leaflets and brochures
- staff noticeboards
- team meetings.

Unit Mapping Information

SITXCCS101 Provide information and assistance

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>

Assessment Requirements for SITXCCS001 Provide customer information and assistance

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:

- provide current, accurate and relevant information and assistance about organisational facilities, products and services to three different customers on three different occasions
- provide above information and assistance in a culturally appropriate manner and according to customer service standards
- maintain and extend personal knowledge of relevant facilities, products and services
- seek informal feedback from customers on above activities.

Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- sources of information, advice and referral on organisational facilities, products and services
- details of organisational facilities, products and services:
 - access
 - cloaking
 - direction or location of facilities
 - facilities for those with special needs
 - food and beverages
 - new activities, events and procedures
 - opening hours
 - operational changes
 - pricing
 - promotional activities
 - ticket sales
 - times of activities or events
- organisational service procedures and standards
- relevant legislation relating to customer service:
 - Australian consumer law
 - equal employment opportunity
 - work health and safety

- promotions
- organisational policies and procedures to enable ethical and non-discriminatory treatment of client requests and resolution of complaints:
 - communication protocols
 - complaint procedures
 - customer service procedures
 - reporting procedures
 - personal presentation
 - privacy
 - record-keeping procedures
- communication mediums required to provide service to clients and colleagues
- conflict-resolution strategies
- awareness of customs and practices of various social and cultural groups within Australia to assist with meeting client needs and expectations in regards to:
 - modes of greeting, farewelling and conversation
 - body language and body gestures
 - formality of language
 - clothing
- services and products within the organisation that may be suited to particular clients
- principles and benefits of enhanced customer service experiences and positive communication.

Assessment Conditions

Skills must be demonstrated in an operational customer service environment in a service based industry such as tourism, travel, hospitality or events. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- business equipment:
 - computers
 - telephones
- sources of information on facilities and services
- organisational specifications for customer service standards
- customers from different cultural backgrounds with whom the individual can interact; these can be:
 - customers in an industry workplace during the assessment process; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

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

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