



Australian Government

Assessment Requirements for SITXCCS007 Enhance customer service experiences

Release: 1

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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:

- identify customer requirements and provide professional and personalised customer service experiences to two different internal and two different external customers to meet requirements
- demonstrate procedures to respond to and resolve three different customer complaints according to organisational policies and procedures
- demonstrate effective communication with the above internal and external customers, including any with special needs
- seek formal and informal feedback from customers on quality of above service
- provide above service to above customers in line with organisational customer service standards and within designated organisational response times.

Knowledge Evidence

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

- principles and benefits of enhanced customer service experiences and positive communication
- techniques to anticipate customer preferences, needs and expectations throughout the service experience
- conflict resolution techniques
- methods for enhancing service delivery in response to staff and customer feedback
- various extras and add-ons to enhance the customer experience:
 - additional destinations
 - additional tours or cruises
 - cocktails and liqueurs to enhance the dining experience
 - coordination services at events and conferences
 - entrance to events, festivals and entertainment scheduled during customer stay at destination
 - entrance to major attractions at destination
 - extra food items
 - flight fuel emissions offset fee

- local guiding services
- optional meals and dining experiences
- prepayment of baggage charges
- prepayment of in-flight meals
- pre-travel seat selection
- private car transfers in lieu of regular transportation options
- special offers or packages
- specialised styling for events
- storage for luggage after check-out
- travel insurance
- upgraded accommodation and flights
- wine or boutique beers to match meals ordered
- specific industry sector:
 - professional service standards and protocols for service industry personnel
 - attitudes and attributes expected by the service industries to work with customers
 - different customer service needs and expectations
 - types of customer loyalty programs
 - essential features and use of the customer databases
- particular organisation:
 - designated response times for providing service and resolving complaints
 - customer service policies and procedures
 - complaint handling policies and procedures
 - promotional services offered
- procedures for responding to the following common customer complaints:
 - incorrect pricing or quotes
 - delays or errors in providing products or services
 - misunderstanding of customer requests
 - escalated complaints or disputes
 - other team members or suppliers not providing special requests
 - misunderstandings or communication barriers
 - unmet expectations of, or problems or faults with, a service or product
- methods of compensating dissatisfied customers:
 - negotiating with suppliers on customer behalf to gain reduced rates or extra services
 - providing some or all services:
 - free of charge
 - at reduced rate
 - providing:
 - discount vouchers to attend at a future time
 - inexpensive add-on products
 - small gifts

- special attention during the service period
 - special customer service delivery on next attendance
- factors to consider when determining compensation of dissatisfied customers:
 - financial constraints of the organisation
 - profitability of the sale
- awareness of special needs, customs and practices of various social and cultural groups of customers in regards to:
 - modes of greeting, farewelling and conversation
 - body language and body gestures
 - formality of language
 - clothing
- methods of collecting feedback:
 - formal:
 - surveys
 - interviews
 - structured questioning
 - informal:
 - observation
 - casual discussion
- essential features, conventions and usage of different types of communication techniques and equipment.

Assessment Conditions

Skills must be demonstrated in an operational business environment where customers are served. This can be:

- an industry workplace
- a simulated industry environment.

Assessment must ensure access to:

- computers and databases that manage customer profiles and promotional activities
- organisational policies, procedures and templates relating to:
 - customer service standards
 - designated response times
 - presentation standards
 - procedures for dealing with customer complaints
 - customer surveys and feedback collection
 - recording and reporting customer feedback
- internal and external customers with different cultural backgrounds and special service needs 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.

Links

Companion Volume implementation guides are found in VETNet -

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