



Australian Government

SITXCCS007 Enhance customer service experiences

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to provide professional and personalised customer service experiences. It requires the ability to determine and meet customer preferences, develop customer relationships, respond to difficult service situations, and take responsibility for resolving complaints.

The unit applies to those who deal directly with customers on a daily basis and who operate independently or with limited guidance from others. It includes senior frontline sales personnel, supervisors and managers who use discretion and judgement to provide quality customer service experiences.

This includes individuals working in a range of tourism, travel, hospitality and events contexts.

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. Provide a quality service experience.

PERFORMANCE CRITERIA

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

- 1.1.Determine and confirm customer preferences, needs and expectations.
- 1.2.Advise customers about appropriate products and services to meet their needs.
- 1.3.Anticipate customer preferences, needs and expectations

- throughout the service experience.
- 1.4.Promptly provide products and services with professional and personalised service to meet individual preferences.
 - 1.5.Offer extras and add-ons and provide tailored and additional products and services.
 - 1.6.Check actioning of special requests before customer delivery.
 - 1.7.Liaise with team members and suppliers to ensure efficient service delivery.
 - 1.8.Share customer information with team members to ensure quality service.
2. Proactively respond to difficult service situations.
 - 2.1.Identify problems with products and services and take immediate action to address before provision to customer.
 - 2.2.Anticipate delays in product and service provision and regularly update customer on expected outcomes.
 - 2.3.Advise customers of alternative products and services.
 - 2.4.Proactively compensate for service difficulty in line with own level of responsibility and organisational policy.
 - 2.5.Provide ongoing internal feedback on service issues and suggest improvements.
 3. Resolve customer complaints.
 - 3.1.Use questioning techniques to establish and agree on nature, possible cause, and details of the complaint.
 - 3.2.Assess impact on customer.
 - 3.3.Take responsibility for resolving complaints in a professional manner and using communication techniques to assist in their management.
 - 3.4.Determine options to resolve complaints and promptly analyse and decide on optimal solutions, taking **organisational constraints** into account.
 - 3.5.Act swiftly to resolve complaints and prevent escalation, in consultation with customer and to customer satisfaction.
 - 3.6.Turn complaints into opportunities to demonstrate high quality customer service.
 - 3.7.Provide internal feedback on customer complaints and feedback and required follow-up in order to avoid future occurrence.
 - 3.8.Review and evaluate complaints and solutions to enhance response to future issues.
 4. Develop customer relationships.
 - 4.1.Promote repeat business by offering promotional services according to individual empowerment and organisational policy.
 - 4.2.Maintain customer profiles to enhance service delivery.
 - 4.3.Provide personalised service to customers in a professional

manner that builds repeat business.

4.4. Provide tailored products and services based on customer profile.

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 organisational policies and procedures.
Writing skills to:	record entries in customer service records.
Oral communication skills to:	use probe questioning to determine customer needs, preferences and problems; clarify ambiguities; and adequately understand customer complaints.
Numeracy skills to:	calculate the cost of products and services, estimate profitability, and consider the cost of customer compensation.
Problem-solving skills to:	determine adequate and appropriate compensation for service or product difficulty.
Technology skills to:	use computers and databases that manage customer profiles and promotional activities.

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.

Organisational constraints must involve consideration of:

- costs and budgets
- feasibility of providing the solution
- own authority to resolve the complaint
- policy and procedures
- profitability of the sale
- ultimate responsibility within the organisation.

Unit Mapping Information

SITXCCS401 Enhance the customer service experience

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 SITXCCS007 Enhance customer service experiences

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.

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