



Australian Government

SITXCCS011 Interact with customers

Release: 1

SITXCCS011 Interact with customers

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to deliver fundamental customer service to both internal and external customers. It requires the ability to greet and serve customers, and respond to a range of basic customer service enquiries, including routine customer problems.

The unit applies to frontline service personnel who operate under close supervision and with guidance from others. They provide routine customer service and would not be expected to respond to complex customer requests or complaints.

The unit applies to individuals working in a range of tourism, travel, hospitality and events contexts.

The skills in this unit must be applied in accordance with Commonwealth and State/Territory legislation, Australian/New Zealand standards and industry codes of practice.

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. Greet and serve customers.

PERFORMANCE CRITERIA

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

- 1.1. Prioritise customers ahead of other workplace duties.
- 1.2. Greet customers according to organisational customer service standards.
- 1.3. Communicate with customers in a clear and professional

- manner.
- 1.4. Explain and match products and services to customer needs.
2. Work with others to deliver service.
- 2.1. Identify personal limitations in serving the needs of customers and seek assistance from others where appropriate.
- 2.2. Follow directions of supervisors and managers to deliver quality service.
- 2.3. Resolve routine customer problems according to own level of responsibility and organisational policy.
- 2.4. Escalate other service issues to a higher level staff member for action in line with organisational procedures.
3. Provide feedback on customer service.
- 3.1. Report service issues and customer problems as they arise.
- 3.2. Provide customer feedback to relevant supervisors or managers.

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 procedures documents.
Writing skills to:	record simple notes and basic information.
Oral communication skills to:	- ask questions and actively listen to customers to determine their needs - discuss causes of customer problems with colleagues and supervisors in a professional manner.
Problem-solving skills to:	recognise customer problems and resolve or refer service issues.
Initiative and enterprise skills to:	recognise delays and deficiencies in customer service and rectify to customer satisfaction in line with own level of responsibility.

Unit Mapping Information

Supersedes and is equivalent to SITXCCS003 Interact with customers.

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 SITXCCS011 Interact with customers

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 effective customer service to two different internal and two different external customers to meet requirements
- interact with above customers in line with organisational customer service standards and within designated organisational response times
- respond to three different customer problems according to organisational policies and procedures including:
 - identifying situations where problems are beyond own level of responsibility, and process to escalate in line with organisational policies and procedures
- 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:

- importance of the customer in the service industries
- customer service standards expected in the service industries
- profiles of different types of customers:
 - external
 - internal
 - new
 - regular or repeat
 - visitors
- value and role of customer feedback in improving service delivery
- presentation standards for:
 - customer environment
 - customer service personnel
 - documents and promotional materials
- customer service policies and procedures:
 - application of booking or cancellation fees
 - response times for acknowledging and greeting customers
 - response times for delivering products and services

- customer service policies for resolving routine customer problems
- product pricing and quality
- processing refunds and exchanges
- gathering and recording customer feedback on services
- empowerment of different levels of personnel to resolve complaints, disputes, service issues and customer compensation
- escalating and reporting service issues and customer problems
- methods to communicate with customers:
 - by telephone
 - electronically
 - face-to-face
- techniques for showing interest in customer needs and maintaining a welcoming customer environment during service delivery, including through the use of:
 - appropriate voice tonality and volume
 - basic gestures
- product information sheets
- procedures for responding to routine customer problems:
 - incorrect pricing of products and services
 - delays or errors in providing products or services
 - misunderstanding customer requests.

Assessment Conditions

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

- an industry workplace; or
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- organisational policies and procedures relating to:
 - customer service standards
 - designated response times
 - presentation standards
 - dealing with customer problems
 - recording and reporting customer feedback
- internal and external customers 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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