



Australian Government

SITXCCS014 Provide service to customers

Release: 1

SITXCCS014 Provide service to customers

Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to communicate effectively with and provide quality service to both internal and external customers. It requires the ability to establish rapport with customers, determine and address customer needs and expectations, and respond to complaints.

The unit applies to those frontline service personnel who deal directly with customers on a daily basis and who operate with some level of independence and under limited supervision.

This includes 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. Communicate with internal and external customers.

PERFORMANCE CRITERIA

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

- 1.1. Communicate with customers in a professional manner within designated response times using appropriate verbal and non-verbal communication.
- 1.2. Observe and respond to non-verbal communication of customers.

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| | 1.3. Use active listening and questioning to facilitate effective two-way communication. |
| | 1.4. Select a medium of communication appropriate for the customer and situation. |
| 2. Follow defined organisational standards when delivering service. | 2.1. Practise high standards of personal presentation and hygiene according to organisational requirements.
2.2. Follow organisational customer service policies and procedures.
2.3. Adhere to professional standards expected of service industry personnel. |
| 3. Provide service to customers. | 3.1. Establish rapport with customer to promote goodwill and trust during service delivery.
3.2. Identify customer needs and expectations, including customers with special needs.
3.3. Promptly meet all reasonable customer needs and requests.
3.4. Identify and anticipate operational problems and take action to minimise the effect on customer satisfaction.
3.5. Recognise and act upon opportunities to deliver additional levels of service beyond customer's immediate request. |
| 4. Respond to customer complaints. | 4.1. Proactively recognise customer dissatisfaction and take swift action to avoid escalation to a complaint.
4.2. Respond to customer complaints in a professional manner.
4.3. Identify solutions in consultation with customer.
4.4. Resolve complaints according to own level of responsibility and organisational policy.
4.5. Escalate complex service issues to higher level staff for action. |
| 5. Provide internal feedback on customer service practices. | 5.1. Provide ongoing internal feedback on service practices, policies and procedures, and suggest improvements.
5.2. Identify individual and recurring complaints and provide internal feedback to avoid future occurrence. |

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 messages, notes, letters, online communications, and policies and procedures.

- Writing skills to:
- record clear and concise messages, notes, emails and letters.
- Self-management skills to:
- deal with customer enquiries in a logical sequence while accommodating other work commitments.
- Technology skills to:
- use electronic communication media.

Unit Mapping Information

Supersedes and is equivalent to SITXCCS006 Provide service to 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 SITXCCS014 Provide service to 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 quality customer service to three different internal and three different external customers to meet requirements
- provide service to above customers in line with organisational customer service standards and within designated organisational response times
- apply procedures to respond to and resolve three different customer complaints according to organisational policies and procedures
- use effective communication techniques with the above internal and external customers, including at least one with special needs
- seek formal and informal feedback from customers on above service.

Knowledge Evidence

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

- principles of quality customer service and positive communication
- appropriate non-verbal communication for customer service:
 - body language
 - culturally specific communication customs and practices
 - dress and accessories
 - gestures and mannerisms
 - use of space
 - voice tonality and volume
- methods for enhancing service delivery in response to staff and customer feedback
- professional service standards expected of service industry personnel
- attitudes and attributes expected by the service industries to work with customers
- standards of personal presentation and hygiene
- different customer service and communication expectations, including those with special service needs
- types of customers
 - external
 - internal

- new
- regular or repeat
- visitors
- designated response times for acknowledging customers and their enquiry
- customer service policies and procedures, including those for:
 - acknowledging and greeting customers
 - complaint and dispute management
 - empowerment of different levels of personnel to resolve complaints, disputes, service issues and customer compensation
 - loyalty programs
 - presentation standards for customer environment, customer service personnel, and documents and promotional materials
 - pricing guarantees
 - product quality
 - refunds and cancellation fees
 - response times
 - service guarantees
 - training staff for customer service and complaint handling
- awareness of special needs, customs and practices of various social and cultural groups of customers in regard to:
 - modes of greeting, farewelling and conversation
 - body language and body gestures
 - formality of language
 - clothing
- considerations when selecting a mode of communication:
 - assistive technology requirements
 - use of interpreters
 - two-way communication systems
- methods of collecting feedback:
 - formal:
 - surveys
 - interviews
 - structured questioning
 - informal:
 - observation
 - casual discussion
- essential features, conventions and use 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; or
- a simulated industry environment set up for the purposes of assessment.

Assessment must ensure access to:

- 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 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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