



Australian Government

SITXCCS014 Provide service to customers

Release: 1

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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>