



Australian Government

Assessment Requirements for SITXCCS015

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
- apply procedures to respond to and resolve three different customer complaints according to organisational policies and procedures
- apply 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 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
- extras and add-ons to enhance the customer experience
- 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 customer databases
- organisational policies and procedures:
 - 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
- factors to consider when determining compensation of dissatisfied customers:
 - legal and regulatory requirements in relation to consumer law
 - feasibility of providing the solution
 - own authority to resolve the complaint
 - policy and procedures
- awareness of special needs, customs and practices of social and cultural groups of customers in regard 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 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:

- 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 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>