



Australian Government

SITXCCS016 Develop and manage quality customer service practices

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to develop, monitor and adjust customer service practices. It requires the ability to consult with colleagues and customers, develop policies and procedures for quality service provision, and manage the delivery of customer service.

The unit applies to senior managers who operate independently, have responsibility for others and are responsible for making a range of operational and strategic decisions.

This includes individuals working in a range of tourism, travel, hospitality and event contexts and to any small, medium or large organisation.

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. Develop quality customer service practices.

PERFORMANCE CRITERIA

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

- 1.1. Obtain information on customer needs, expectations and satisfaction levels using both formal and informal research.
- 1.2. Provide opportunities for customers and staff to give

- feedback on products and services.
- 1.3. Review changes in internal and external environments and integrate findings into planning for quality service.
 - 1.4. Provide opportunities for staff to participate in development of customer service practices.
 - 1.5. Develop policies and procedures for quality service provision.
2. Manage delivery of quality service.
- 2.1. Communicate policies, procedures and expectations to staff.
 - 2.2. Make policies readily available to customers and staff.
 - 2.3. Monitor customer service in the workplace to ensure standards are met.
 - 2.4. Initiate staff training to enhance customer service.
 - 2.5. Take responsibility for service outcomes and dispute resolution.
 - 2.6. Act as a positive role model for professional standards expected of service industry personnel.
3. Monitor and adjust customer service.
- 3.1. Seek ongoing feedback from staff and customers to improve performance.
 - 3.2. Assess effectiveness of customer service practices.
 - 3.3. Identify systemic customer service problems and adjust policies and procedures to improve service quality.
 - 3.4. Develop, document and communicate new approaches to customer service to staff involved in service delivery.

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 customer service surveys and unfamiliar complex documents on current industry trends and changes that affect service delivery - research customer service requirements.
Writing skills to:	produce comprehensive yet easily accessible policies and procedures that provide service expectations.
Oral communication skills to:	discuss customer service needs with staff and customers.
Numeracy skills to:	calculate and interpret customer satisfaction statistics and business performance data.

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| Learning skills to: | • contribute to change management in workplace customer service. |
| Problem-solving skills to: | • allow for a rational and logical evaluation of the characteristics and needs of the organisation in order to design tailored customer service practices. |
| Planning and organising skills to: | • plan for, establish and regularly monitor all components of the customer service system. |
| Self-management skills to: | • take responsibility for customer service outcomes. |
| Technology skills to: | • use software to analyse customer satisfaction data. |

Unit Mapping Information

Supersedes and is equivalent to SITXCCS008 Develop and manage quality customer service practices.

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 SITXCCS016 Develop and manage quality customer service practices

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:

- research and develop customer service policies and procedures for at least three different areas of the business that meet industry standards
- implement and monitor practices for quality customer service in line with above policies and procedures over four service periods
- evaluate above practices for quality service provision and identify any failings
- review above policies and procedures, adjust as necessary, and communicate new practices to staff.

Knowledge Evidence

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

- principles of quality customer service
- professional service standards for service industry personnel
- attitudes and attributes expected by the service industries to work with customers
- roles and responsibilities of management, supervisors and operational personnel in providing quality service
- sources of information on current service trends and changes that affect service delivery
- internal and external environmental changes and their effect on planning for quality customer service:
 - changes in the competitive environment
 - economic climate
 - introduction of new technologies or equipment
 - management changes and organisational restructures
 - recruitment practices
 - trends in customer service preferences
- methods of formal and informal customer research:
 - analysis of competitive environment and industry service trends
 - customer service surveys
 - customer focus groups
 - qualitative or quantitative research

- seeking feedback from service delivery colleagues
- questioning customers
- methods of implementing quality service provision:
 - developing, implementing and monitoring customer service policies and procedures
 - involving staff in the development of customer service practices
 - evaluating staff and customer feedback
- methods of assessing the effectiveness of customer service practices:
 - examining overall business performance
 - monitoring the ongoing effectiveness of:
 - staff in meeting customer service standards
 - policies and procedures in explaining practices
 - reviewing numbers and nature of:
 - complaints
 - disputes
 - responses of customers
 - reviewing customer satisfaction survey statistics
- methods of obtaining feedback from customers:
 - customer service discussions with employees
 - discussions with customers
 - formal customer interviews
 - regular staff meetings that involve customer service discussions
 - seeking staff suggestions for content of customer service policies and procedures
 - surveys of internal customers, external customers and staff
 - improvements suggested by:
 - customers involved in complaints or disputes
 - staff, supervisors and managers
- industry schemes, accreditation schemes and codes of conduct aimed at improving customer service
- areas where organisational policies and procedures assist in ensuring quality customer service:
 - acknowledging and greeting customers
 - complaint and dispute management
 - authority for different level personnel to resolve complaints, disputes, service issues and customer compensation
 - loyalty programs
 - presentation standards for customer environment and customer service personnel
 - pricing and service guarantees
 - product quality
 - refunds and cancellation fees
 - response times

- staff training
- objectives, components and comprehensive details of consumer protection laws that relate to customer service, and the business' responsibility for:
 - nominating and charging cancellation fees
 - providing information on potential price increases
 - providing refunds
 - supplying products as described or substituting suitable products when unable
 - formats for and content of policies and procedures.

Assessment Conditions

Skills must be demonstrated in an operational business environment where customer service takes place. This can be:

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

Assessment must ensure access to:

- current plain English regulatory documents distributed by government consumer protection regulators
- codes of practice and standards for customer service issued by industry groups
- sources of information on customer needs, complaints and feedback
- customer surveys and feedback collection tools and templates
- team members with whom the individual can interact. These can be:
 - staff 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

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