



Australian Government

SITXCRI001 Respond to a customer in crisis

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to identify the ramifications of a crisis on a customer and to respond with assistance and support. It requires the ability to identify and interpret information relevant to the crisis, provide customer crisis care, and organise operational services to assist the customer in crisis.

The crisis would be significant and could involve the death, injury, illness or psychological trauma of a customer. It does not cover more operational circumstances, such as the loss of travel documents, passports and money.

This unit applies to individuals who operate independently or with limited guidance from others. This includes senior tour coordinators, senior travel consultants, hotel duty managers, guides, and tour managers who are able to use significant discretion and judgement to respond to customer crises.

The unit applies to all tourism, travel, hospitality and event sectors. It has particular application to accommodation providers, tour operators, travel agencies and inbound tour operators.

No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.

Pre-requisite Unit

Nil

Competency Field

Crisis Management

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Identify and

PERFORMANCE CRITERIA

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

1.1.Determine scope and severity of customer crisis.

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| acknowledge the crisis. | 1.2.Consider impacts on customer ability to continue in service participation.
1.3.Consider impacts on other customers.
1.4.Access and interpret information relevant to crisis.
1.5.Acknowledge the incident as a customer crisis and communicate details to key people. |
| 2. Provide customer crisis care. | 2.1.Identify symptoms of customer trauma.
2.2.Monitor and assess severity of customer trauma.
2.3.Communicate with affected customer in line with organisational customer care, and communication and confidentiality standards.
2.4.Provide recommendations to customer in a manner consistent with customer care standards. |
| 3. Organise services to assist customer. | 3.1.Develop an action plan to manage the crisis.
3.2.Promptly identify and access sources of assistance.
3.3.Assist the customer to access service providers.
3.4.Minimise disruption to other customers and maintain their services.
3.5.Organise operational services to assist customer in crisis.
3.6.Involve key people in managing customer crisis and integrate their perspectives.
3.7.Provide explicit details of progress with and final confirmations of operational services to customer and other key people. |
| 4. Evaluate and debrief customer crisis management. | 4.1.Evaluate crisis management process to determine effectiveness of response.
4.2.Debrief and complete all reports.
4.3.Provide recommendations for improvements to future crisis management practices.
4.4.Seek assistance to cope with own or colleagues' personal trauma experienced during crisis. |

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:

- comprehend information and reports on customer crisis and service arrangements.

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| Writing skills to: | • document succinct action plans and accurate and complex crisis management reports. |
| Oral communication skills to: | • discuss details of customer crisis with key internal and external people. |
| Numeracy skills to: | • calculate immediate costs of service provision to the customer. |
| Learning skills to: | • research sources of assistance for the customer. |
| Problem-solving skills to: | • evaluate the severity of the impact of the crisis on the customer. |
| Initiative and enterprise skills to: | • provide sympathetic and sensitive support to the customer. |
| Self-management skills to: | • take responsibility for managing a customer in crisis. |

Unit Mapping Information

SITXCRI401 Respond to a customer in crisis

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>