



Australian Government

Assessment Requirements for SITXCRI003 Respond to a customer in crisis

Release: 1

Assessment Requirements for SITXCRI003 Respond to a customer in crisis

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:

- respond with customer crisis care to at least three different customer crises
- identify ramifications of each of the above customer crises through:
 - discussions with affected customer and their friends, family or travelling companions
 - where available and appropriate, related reports from:
 - medical and emergency services
 - police
 - staff, contractors and suppliers
- organise the following operational services where required to assist the above affected customers in line with availability of assistance, advice and support and organisational customer care, communication and confidentiality standards:
 - accommodation
 - cancellation of forward travel and tourism services
 - flights and ticketing to repatriate customers.

Knowledge Evidence

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

- common customer crisis situations relevant to the tourism, travel, hospitality and event sectors:
 - accident, assault or mugging
 - family crisis and need for repatriation
 - major injury or illness
 - natural death, accidental death or suicide
 - incident resulting in psychological trauma
- key symptoms of trauma
- sources of medical and counselling assistance
- communication techniques for supporting and reassuring customers
- key people with whom to communicate in a customer crisis situation:
 - colleagues:

- managers
- operational staff
- supervisors
- family members
- personnel in the controlling office:
 - event management organisation
 - inbound tour operator
 - outbound tour wholesaler
 - professional conference organiser
 - travel agency
 - tour operator
- personnel from suppliers on an extended tour
- travel insurance provider personnel
- travelling companions
- professional standards in crisis care communications
- operational services used to manage customer service and repatriation arrangements
- role of key external people and organisations in managing a customer crisis
- recommendations relating to customer crisis situations:
 - cancel the remainder of touring arrangements and return home
 - contact travel insurance provider
 - rebook a replacement holiday
 - report incident to the police
 - seek medical assistance
 - seek professional counselling
- policies and processes to be followed for repatriation of bodies for:
 - airlines
 - consulates
 - funeral directors
 - high commissions
 - travel insurance companies
- formats for and inclusions of incident reports
- organisational policies and procedures:
 - roles and responsibilities of key staff members
 - procedures for reporting and managing customer incidents
 - procedures for reviewing and debriefing customer crisis management.

Assessment Conditions

Skills must be demonstrated in an operational tourism, travel, hospitality or events environment. This can be:

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

Assessment must ensure access to:

- customer service arrangements or itineraries
- customer crisis information
- current industry procedures for reporting and managing customer incidents
- customers in crisis with whom the individual can interact. These can be:
 - customers in an industry workplace who are assisted by the individual 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>