



Australian Government

Department of Education, Employment and Workplace Relations

SITXCCS002A Provide quality customer service

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to provide quality service to customers in a range of service industry workplaces. It requires the ability to determine and address diverse customer needs and expectations, ascertain changes in customer preferences, establish rapport, deal with complaints and difficult service situations, use opportunities for promoting and up-selling, apply knowledge of protocol and ritual for particular types of industry sectors and organisations, and systematically manage a clientele through rewards systems, databases, etc.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

This unit builds on the skills addressed in other units dealing with customer service and communication, such as SITXCOM001A Work with colleagues and customers.

Application of the Unit

Application of the unit	This unit describes a high-level customer service skill for those working within the service industries and applies to the full range of tourism and hospitality, retail and personal services, and sport and recreation industry sectors and environments, including those involved in food and beverage service, housekeeping, front office and hairdressing. It applies to those who deal with customers and whose job includes the opportunity to provide a quality customer service experience. Senior operational personnel or supervisors and managers who operate autonomously are involved in providing this service.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units	Nil
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Employability Skills Information

Employability skills	The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the required performance needed to demonstrate achievement of the element. Where ***bold italicised*** text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT

PERFORMANCE CRITERIA

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| 1 | Develop and maintain product, service and market knowledge. | 1.1 Identify opportunities and use <i>formal and informal research</i> to develop and maintain knowledge of products and services.

1.2 Use customer feedback and workplace observation to evaluate <i>products, services and promotional initiatives</i> and identify changes in <i>customer preferences, needs and expectations</i> .

1.3 Share market, <i>product and service knowledge</i> obtained with colleagues to enhance the effectiveness of the team.

1.4 Suggest ideas to appropriate person for product and service adjustments to meet customer needs for future planning according to organisation policy. |
| 2 | Provide a quality service experience to customers. | 2.1 Determine and clarify customer preferences, needs and expectations.

2.2 Offer accurate information about appropriate products and services to customers to meet their needs and expectations.

2.3 Anticipate customer preferences, needs and expectations throughout the service experience and provide products and services in a timely manner, appropriate to individual needs and preferences, and according to organisation standards.

2.4 Offer possible extras and add-ons appropriately and provide personalised and additional services and products where appropriate. |

ELEMENT**PERFORMANCE CRITERIA**

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| | 2.5 | Proactively <i>promote products and services</i> at appropriate opportunities according to current organisation goals and promotional focus and employ <i>selling techniques</i> appropriately to encourage usage and purchase. |
| | 2.6 | Identify problems in products and services and take action immediately to address them and/or notify management. |
| | 2.7 | Liaise with team members to ensure timely and efficient service. |
| | 2.8 | Share information with other team members and relevant persons to ensure efficient service and timely and smooth workflow. |
| 3 | Deal with complaints and difficult customer service situations. | |
| | 3.1 | Use questioning techniques to establish and agree on the nature, possible cause and details of the <i>complaint or difficult customer service situation</i> with the customer and assess the impact on the customer of the situation. |
| | 3.2 | Use <i>communication techniques</i> to assist in the management of the complaint and handle the situation sensitively, courteously and discreetly. |
| | 3.3 | Take responsibility for finding a solution to the complaint within the scope of individual responsibility. |
| | 3.4 | Determine possible options to resolve the complaint and promptly analyse and decide on the best solution, taking into account any <i>organisation constraints</i> . |
| | 3.5 | Take appropriate action swiftly to resolve the complaint and prevent escalation, in agreement with customer and to the customer's satisfaction. |
| | 3.6 | Where appropriate, use techniques to turn complaints into opportunities to demonstrate high quality customer service. |
| | 3.7 | Provide feedback on complaints to appropriate personnel in order to avoid future occurrence. |
| | 3.8 | Reflect on and evaluate complaint and solution to enhance response to future complaints or difficult service situations. |

ELEMENT**PERFORMANCE CRITERIA**

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| 4 Manage and use information about clients and customers. | 4.1 Determine and record <i>customer information</i> where appropriate to provide personalised service. |
| | 4.2 Develop and maintain knowledge of organisation <i>promotional initiatives</i> and implement where appropriate. |
| | 4.3 Proactively provide enhanced products and services to clients and customers based on client information. |

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- communication skills to source information and determine customer needs and preferences through observation, questioning and active listening
- appropriate personal presentation and use of non-verbal communication
- selection and use of appropriate communication medium, including email and telephone and appropriate tone and style for different purposes and target audience
- formal and informal research skills
- conflict resolution techniques
- managing own work tasks, timing and workflow
- problem-solving techniques to deal with contingencies, difficult service situations and customer complaints.

The following knowledge must be assessed as part of this unit:

- any legal issues that impact on the sale of products and services
- in-depth knowledge of organisation products and services
- general knowledge of the market for different types of products and services
- different stated and unstated customer preferences and needs, and ways of meeting requirements
- protocols, service rituals, and service culture and expectations in relevant industry context
- expectations of socially and culturally diverse customers
- role of frontline staff in maximising business performance through effective up-selling and promotion
- ways in which different services present and promote products
- client management and reward systems, such as customer databases, promotions and loyalty programs.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, the range statement and the Assessment Guidelines for this Training Package.

EVIDENCE GUIDE

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- ability to provide a total quality service experience
- knowledge of different customer preferences and ways to meet both stated and unstated requirements
- ability to use selling techniques to promote products and services within a specific tourism or hospitality context
- ability to handle and resolve complaints and difficult customer service situations.

Context of and specific resources for assessment

Assessment must ensure:

- demonstration of skills while undertaking normal job tasks, e.g. up-selling while providing food and beverage service, promoting the hotel or park restaurant while at reception, advising guests of special features or events while issuing tickets to a theme park or other attraction, or promoting through the development of menus, specials or other special products or services
- work activities that allow interaction with multiple and diverse customer types to allow the candidate to respond to a range of requirements and customer service situations.

EVIDENCE GUIDE

Methods of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct observation of the candidate providing service to customers
- oral or written questions to determine product and service knowledge
- case studies to test knowledge of appropriate products and services for different contexts, customers and situations
- role-plays in which the candidate promotes products and services and demonstrates up-selling techniques
- projects to develop menus, promotional ideas or suggestions for a particular product or service
- project to research customer preferences for a particular organisation or context
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the candidate.

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- SITXCOM002 Work in a socially diverse environment
- SITXCOM003A Deal with conflict situations.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

Range Statement

RANGE STATEMENT

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording in the performance criteria is detailed below.

Formal and informal research may include:

- discussions with colleagues
- reading organisation information
- research of product and service information brochures
- general media
- membership of industry associations and networks
- attendance at conferences, trade shows and industry events
- distributing surveys and questionnaires.

Products, services and promotional initiatives may include:

- tours and transport
- conferences and conventions
- function facilities
- entertainment
- shopping services
- restaurant facilities
- food and beverage
- add-on services
- special offers or packages.

RANGE STATEMENT

Customer preferences, needs and expectations:

- may be determined by:
 - active listening
 - questioning
 - observation
 - recognition of non-verbal signs
- may be related to:
 - age
 - gender
 - social and cultural characteristics
 - prior knowledge
 - special needs
- may include:
 - friendliness
 - courtesy
 - value for money
 - prompt or timely service
 - assistance
 - empathy and support
 - comfort
 - new experience
 - basic needs for food, shelter, transport or other services.

Product and service knowledge may relate to:

- general features
- special features
- benefits
- disadvantages
- price
- special offers
- availability
- how to purchase or order.

RANGE STATEMENT

Promoting products and services may include:

- displays
- promotions
- special offers and deals
- menus and specials
- word of mouth
- up-selling.

Selling techniques include up-selling and suggestive selling and may involve:

- serving
- helping
- advising
- building rapport with customers
- arousing interest.

Complaints or difficult customer service situations may include:

- problems or faults with the service or product
- delays or poor timing of product or service supply
- misunderstandings or communication barriers
- difficult or demanding customers
- customers with different or special needs or expectations
- escalated complaints.

Communication techniques may include:

- listening and active listening
- asking questions to gain information, clarify ambiguities and adequately understand requirements
- rephrasing and repeating questions, requests and statements to confirm that they have been correctly understood
- empathising with the customer's situation while upholding organisation policy
- non-verbal communication and recognition of non-verbal signs
- using communication techniques appropriate to different social and cultural groups
- ability to speak clearly, be understood and use appropriate language, style and tone.

RANGE STATEMENT

Organisation constraints may include:

- feasibility
- costs and budgets
- policy and procedures
- job role and responsibility.

Customer information may include:

- names
- preferences and expectations such as favourite products, rooms, additional requirements and special needs
- details of products and services experienced
- comments and feedback provided.

Promotional initiatives may include:

- reward systems and loyalty programs
- promotions and specials
- online promotions.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Client and Customer Service