



Australian Government

Department of Education, Employment and Workplace Relations

SITXCOM001A Work with colleagues and customers

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, interpersonal, communication and customer service skills and knowledge required to work in the service industries. This is a core unit underpinning all other units involving interaction with colleagues and customers.

Key required skills and knowledge for this role include meeting personal presentation standards, establishing rapport with customers, determining and addressing customer needs and expectations, dealing with complaints, working in teams and using appropriate communication techniques and mediums.

Application of the Unit

Application of the unit

This unit applies across the service industries to all job roles and levels and in particular to the full range of tourism and hospitality industry sectors and environments. It applies to those who deal directly with customers as well as back-of-house staff or those working in reception areas; in an office; and on tour or on site, such as food and beverage attendants, housekeeping attendants, porters and concierge staff, guides, front office personnel, tour coordinators, event coordinators and retail travel consultants.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

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.

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
1 Communicate with customers.	1.1 Conduct <i>communication</i> with <i>customers and colleagues</i> in a polite, professional and friendly manner. 1.2 Use language and tone appropriate to a given situation in both written and spoken communication. 1.3 Source relevant information about products and services and provide information clearly to customers. 1.4 Use appropriate <i>non-verbal communication</i> in all situations.

ELEMENT	PERFORMANCE CRITERIA
	1.5 Observe and take into consideration non-verbal communication of colleagues and customers. 1.6 Show sensitivity to <i>cultural and social differences</i>. 1.7 Use active listening and questioning to facilitate effective two-way communication. 1.8 Select an appropriate <i>medium of communication</i> for the particular audience, purpose and situation, taking into consideration the characteristics of each medium and the relevant <i>factors</i> involved. 1.9 Use communication medium correctly and according to standard <i>protocols and organisation procedures</i>.
2 Maintain personal presentation standards.	2.1 Practise high standards of <i>personal presentation</i> according to organisation requirements, work location, impacts on different types of customers and specific requirements for particular work functions.
3 Provide service to colleagues and customers.	3.1 Identify colleague and customer needs and expectations correctly, including <i>customers with special needs</i>, and provide appropriate products, services or information. 3.2 Meet all reasonable colleague and customer needs and requests within acceptable organisation timeframes. 3.3 Identify and take all opportunities to enhance service quality.
4 Respond to conflicts and customer complaints.	4.1 Identify potential and existing conflicts and seek solutions in conjunction with parties involved. 4.2 Recognise customer dissatisfaction promptly and take action to resolve the situation according to individual level of responsibility and organisation procedures. 4.3 Respond to <i>customer complaints</i> positively, sensitively and politely and in consultation with the customer. 4.4 Refer escalated complaints to the appropriate person according to individual level of responsibility and organisation policy and procedures. 4.5 Maintain a positive and cooperative manner at all times.

ELEMENT**PERFORMANCE CRITERIA**

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| 5 | Work in a team. | 5.1 | Demonstrate trust, support and respect towards team members in day-to-day work activities. |
| | | 5.2 | Recognise and accommodate cultural differences within the team. |
| | | 5.3 | Identify work-team goals jointly with colleagues and relevant others. |
| | | 5.4 | Identify, prioritise and complete individual tasks within designated timeframes. |
| | | 5.5 | Seek assistance from other team members, supervisors and managers when required. |
| | | 5.6 | Offer assistance to colleagues when required to ensure designated work goals are met. |
| | | 5.7 | Acknowledge and respond to feedback and information from other team members. |
| | | 5.8 | Negotiate changes to individual responsibilities to meet reviewed work goals. |

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 in relation to listening, questioning and non-verbal communication
- basic written communication skills, including writing clear and concise messages, notes, emails and faxes
- basic literacy skills to read messages, notes, emails and faxes
- basic telephone skills
- identifying and responding to different cultural, language and special needs and expectations
- meeting personal presentation standards according to organisation requirements
- identifying and dealing with conflict situations, complaints and misunderstandings within scope of responsibility
- customer service skills, including meeting customer requirements, handling customer complaints and requests, developing rapport and promoting suitable products and services.

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

- protocol and service rituals of the industry, sector and organisation
- ethics of professional hospitality and tourism behaviour
- characteristics, uses and conventions of different types of communication mediums
- teamwork principles.

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.

Critical aspects for assessment and evidence required to demonstrate competency in

Evidence of the following is essential:

- ability to communicate effectively with customers and colleagues (including those with special needs) within

EVIDENCE GUIDE

this unit

a range of situations required for the relevant job role

- ability to work effectively in a team
- ability to respond effectively to a range of customer service situations
- understanding of communication and customer service and its importance in a tourism or hospitality context.

Context of and specific resources for assessment

Assessment must ensure:

- demonstration of communication skills through interaction with others
- project or work activities that allow the candidate to respond to multiple and varying customer service and communication situations relevant to the job role; for those undertaking generic pre-employment training, project activities must cover a range of industry contexts to allow for a broad range of vocational outcomes.

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 carrying out work tasks involving dealing with customers and colleagues
- role-plays about communication situations and dealing with complaints and misunderstandings
- review of simple messages written by the candidate for various situations
- questions about effective communication and personal presentation
- 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:

- SITXCOM002A Work in a socially diverse environment
- SITXCOM003A Deal with conflict situations.

EVIDENCE GUIDE

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

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.

Communication may be:

- verbal
- written format, such as electronic (e.g. email) or hard copy (e.g. letter)
- by telephone
- in languages other than English, including Australian Indigenous languages
- visual, such as sign language
- via an interpreter.

RANGE STATEMENT

Customers and colleagues may be:

- workmates and colleagues
- external customers and clients
- members of other tourism and hospitality industry sectors
- individuals or groups, such as consultants and committees
- government or other organisations
- visitors
- media.

Non-verbal communication may include:

- body language
- dress and accessories
- gestures and mannerisms
- voice tonality and volume
- use of space
- culturally specific communication customs and practices.

Cultural and social differences may include:

- modes of greeting, farewelling and conversation
- body language, including use of body gestures
- formality of language.

Medium of communication may include:

- fax
- email or other electronic communication
- simple written messages, such as restaurant bookings or phone messages
- face-to-face
- telephone
- two-way communication systems
- standard forms and pro formas
- assistive technology, e.g. telephone typewriter (TTY)
- through interpreters.

RANGE STATEMENT

- Factors*** affecting the selection of appropriate medium may include:
- technical and operational features
 - access of the sender and receiver to necessary equipment
 - technical skills required to use the medium
 - required format
 - degree of formality required
 - urgency and timeframes.
- Protocols and organisation procedures*** may include:
- modes of greeting and farewelling
 - addressing the person by name
 - timeframe for required response
 - style manual requirements
 - standard letters and pro formas.
- Personal presentation*** may include:
- dress
 - hair and grooming
 - hands and nails
 - jewellery.
- Customers with special needs*** may include:
- those with a disability
 - those with special cultural or language needs
 - unaccompanied children
 - parents with young children
 - pregnant women
 - aged people.
- Customer complaints*** may relate to:
- problems with the service, such as delays or wrong orders
 - problems with the product
 - communication barriers or misunderstandings.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Communication and Teamwork