



Australian Government

SITXCCS202 Interact with customers

Release 1

SITXCCS202 Interact with customers

Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	New unit.

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to deliver fundamental customer service to both internal and external customers. It requires the ability to greet and serve customers and cover a range of customer service enquiries including routine customer problems.

Application of the Unit

This unit applies to all tourism, travel, hospitality and event sectors.

The unit applies to customer service personnel who operate under close supervision and with guidance from others. They provide routine customer service and would not be expected to respond to complex customer requests or complaints.

This includes volunteers in visitor information centres, housekeeping attendants, assistants in Indigenous cultural centres, assistant Indigenous guides, office assistants and receptionists for tour operators and retail travel agencies, retail sales assistants and ride attendants at attractions.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

Elements describe the essential outcomes of a unit of competency. Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

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| 1. Greet and serve customers. | 1.1 Make customers a priority over other workplace duties.
1.2 Greet customers in a polite and friendly manner.
1.3 Communicate with customers clearly and concisely.
1.4 Use questions and actively listen to customer responses to determine their needs.
1.5 Show interest in customer needs and maintain a welcome customer environment during service delivery.
1.6 Explain and match products and services to customer needs. |
| 2. Work with others to deliver service. | 2.1 Identify personal limitations in serving the needs of customers and seek assistance from others .
2.2 Follow the directions of supervisors and managers to deliver quality service.
2.3 Resolve routine customer problems according to individual empowerment and organisational policy .
2.4 Refer other service issues to a higher level staff member for action. |
| 3. Provide feedback on customer service. | 3.1 Report service issues and customer problems as they arise.
3.2 Provide customer feedback to relevant supervisors or managers. |

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills

- communication skills to:
 - interact with customers in a polite and friendly manner
 - ask questions and actively listen to customers to determine their needs
 - provide clear and accurate information
 - discuss customer problems with colleagues and supervisors
- problem-solving skills to recognise customer problems and resolve or refer service issues
- teamwork skills to provide customer feedback to relevant supervisors or managers.

Required knowledge

- importance of the customer within the service industries
- customer service standards and attitudes expected by the service industries
- value of customer feedback in improving service delivery
- for the particular organisation:
 - designated response times for acknowledging and greeting customers
 - customer service policies for resolving routine customer service problems.

Evidence Guide

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

Overview of assessment

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

Evidence of the ability to:

- greet and serve customers on multiple occasions and cover a range of customer service enquiries including customer problems
- demonstrate knowledge of customer service standards expected by the service industries
- serve customers within designated response times.

Context of and specific resources for assessment

Assessment must ensure use of:

- a real or simulated tourism, hospitality or event industry customer service environment where customers are served
- customers with whom the individual can interact.

Method 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, using role plays, of the individual:
 - greeting and serving customers
 - dealing with routine customer service problems
- use of problem-solving exercises so the individual can identify reasons for customer problems and provide suggested solutions
- written or oral questioning to assess knowledge of:
 - customer service standards expected by the service industries
 - customer service policies for resolving routine customer service problems
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

- SIRXSLS201 Sell products and services
- SITHACS201 Provide housekeeping services to

guests

- SITHFAB206 Serve food and beverage
- SITTGDE101 Interpret aspects of local Australian Indigenous culture
- SITTVAF201 Load and unload a ride
- SITXCCS201 Provide visitor information
- SITXCOM201 Show social and cultural sensitivity.

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, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Customers may be:

- external:
 - business to business
 - government
 - retail
- internal:
 - colleagues
 - managers
 - members of a team
 - staff from other departments
 - staff from other branches or locations
 - supervisors
- new or regular
- visitors.

Ways to ***communicate with customers*** may:

- be:
 - by telephone
 - electronically
 - face-to-face
- include the use of:
 - appropriate voice tonality and volume
 - basic gestures
 - product information sheets.

Others may include:

- colleagues
- managers
- supervisors.

Routine customer problems may involve:

- incorrect pricing of products and services
- delays in providing products or services
- misunderstanding of customer requests
- providing incorrect products or services
- requests for refunds or exchanges.

Organisational policy may relate to:

- cancellation fees
- empowerment of different levels of personnel to resolve customer problems
- exchanges
- pricing

- product quality
- refunds
- response times for delivering products and services.

Unit Sector(s)

Cross-Sector

Competency Field

Client and Customer Service