



Australian Government

Department of Education, Employment and Workplace Relations

SRXGCSO01A Create client relationship

Release: 1

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Modification History

Not applicable.

Unit Descriptor

This unit has been developed for the Community Recreation, Fitness, Outdoor Recreation and Sport Industry Training Packages.

This unit involves the knowledge and skills required when meeting and greeting clients to create a positive impression and to establish rapport with the client. This unit will apply to any initial client encounter, or repeated client encounters. This unit will also apply to production workers providing a limited range of services/products to internal clients.

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Application of the Unit

Not applicable.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Not applicable.

Elements and Performance Criteria Pre-Content

Not applicable.

Elements and Performance Criteria

Elements and Performance Criteria

Element	Performance Criteria
1 Establish contact with clients	1.1 Create and maintain a welcoming client environment 1.2 Acknowledge and greet clients courteously and politely according to enterprise policies and procedures 1.3 Communicate with clients in a clear, concise and courteous manner 1.4 Demonstrate effective communication techniques 1.5 Establish a rapport/relationship with the client and express a genuine interest in client needs/requirements 1.6 Create an effective service environment through verbal and non-verbal presentation according to enterprise policies and procedures
2 Present a positive organisational image	2.1 Provide information to the public to maintain organisation's image and accountability 2.2 Establish and maintain professional ethics to enhance client commitment and build return client base 2.3 Demonstrate actions that are in keeping with the required organisational image

Required Skills and Knowledge

Not applicable.

Evidence Guide

Evidence Guide

The Evidence Guide identifies the critical aspects, knowledge and skills to be demonstrated to confirm competence for this unit. This is an integral part of the assessment of competence and should be read in conjunction with the Range Statements

Critical aspects of evidence to be considered

Assessment must confirm sufficient knowledge of communication techniques and organisation's products and services

Assessment of performance should be over a minimum of five (5) client encounters including a variety of clients and enquiries, covering the prescribed number of categories from the Range Statements

Assessment must confirm the ability to apply this knowledge and appropriate techniques to
create a welcoming client environment
create an effective service environment
build a return client base

Interdependent assessment of units

This unit must be assessed after attainment of competency in the following unit(s)

Nil

This unit must be assessed in conjunction with the following unit(s)

Nil

For the purpose of integrated assessment, this unit may be assessed in conjunction with the following unit(s)

Nil

Required knowledge and skills

Required knowledge

State/Territory/Commonwealth legislation, regulations, industry codes of practice, standards and guidelines, procedures and protocols, in regard to meeting and greeting customers

Consumer law, environmental law,

Occupational Health and Safety (OH&S), discrimination/equal employment opportunity, harassment and other laws specific to local government, state and federal legislation

Privacy legislation

Codes of Conduct

Relevant product knowledge and organisation standards

Required skills

Language skills which allow for adequate communication with the client

Literacy skills to the level required to acquire the required product knowledge

Numeracy skills to the level required to interpret the client requirements and meet their needs

Resource implications

Physical resources - assessment of this unit of competency requires access to a real work environment with exposure to a minimum of five (5) real clients, representative of a normal client base
a variety of work related products and services

Human resources - assessment of this unit of competency will require human resources consistent with those outlined in the Assessment Guidelines. That is, assessors (or persons within the assessment team) must be competent in this unit but preferably be competent in the unit at the level above
be current in their knowledge and understanding of the industry through provision of evidence of professional activity in the relevant area
have attained the mandatory competency requirements for assessors under the Australian Quality Training Framework (AQTF) as specified in Standard 7.3 of the

Standards for Registered Training Organisations

Consistency in performance

Due to issues such as the diversity of clients and enquiries, this unit of competency must be assessed over a minimum of five (5) client encounters with a variety of clients and enquiries, in order to ensure consistency of performance over the Range Statements and contexts applicable to creating client relationships

Context for assessment

This unit of competency must be assessed in the context of creating a client relationship with a range of real clients. For validity and reliability the assessment should occur in the workplace. The interactions should be representative of a realistic workday

This unit of competency should be assessed through the observation of processes and procedures, oral and/or written questioning on required knowledge and skills and consideration of required attitudes

Where performance is not directly observed and/or is required to be demonstrated over a "period of time" and/or in a "number of locations", any evidence should be authenticated by colleagues, supervisors, clients or other appropriate persons

KEY COMPETENCIES

Collect, Analyse & Organise Information	Communicate Ideas & Information	Plan & Organise Activities	Work with Others & in Teams	Use Mathematical Ideas & Techniques	Solve Problems	Use Technology
2	2	-	2	1	2	2

These levels do not relate to the Australian

Qualifications

Framework

. They relate to the seven areas of generic competency that underpin effective workplace practices.

The three levels of performance (1, 2 and 3) denote the level of competency required to perform the task:

Use routine approaches

Select from routine approaches

Establish new approaches

Collecting, analysing and organising information -

Developing a client database

Communicating ideas and information -

Responding

to client
enquiries

**Planning
and
organising
activities -**

Not
applicable

**Working
with teams
and others**

- Working
with client
to meet
their needs

**Using
mathemati
cal ideas
and**

techniques
- Tallying
quantities
for an order

**Solving
problems -**

Meeting a
clients
needs when
what they
want is not
available

**Using
technology**

- Operating
computer
database

Please refer
to the
Assessment
Guidelines
for advice
on how to
use the Key
Competenci
es.

Range Statement

Range Statements

The Range Statements provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. The Range Statements relate to the unit as a whole and helps facilitate holistic assessment. In addition, the following variables may be present for this particular unit of competency

RANGE STATEMENT

CATEGORIES

Clients

[all categories]
internal or external
superficial contact
clients with routine special requests
regular and new clients
people from a range of social, cultural or ethnic backgrounds
people with varying physical and mental abilities
people who may be unwell, drug affected and emotionally distressed

Communication techniques

[all categories]
active listening techniques
using open and/or closed questions
speaking clearly and concisely
using appropriate language and tone of voice
giving clients full attention
maintaining eye contact for face-to-face interactions
non-verbal communication - for face-to-face interactions, eg, body language, personal presentation
clear, legible writing

Enterprise policies and procedures

[all categories]
dress/uniform codes
organisational image
code of ethics

Environment

staff appearance and presentation
quality systems, standards and guidelines
[all categories]
face-to-face interactions
telephone enquiries
interactions with team members

Unit Sector(s)

Not applicable.