



Australian Government

Department of Education, Employment and Workplace Relations

TLII2019A Provide taxicab customer service

Release: 1

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Modification History

Not Applicable

Unit Descriptor

Unit Descriptor

This unit involves the skills and knowledge required to provide customer service to passengers in taxicabs. It includes establishing effective communication, identifying and assessing the needs and expectations of different customers, meeting the identified customer requirements, and dealing with difficult customer situations. Licensing, legislative, regulatory or certification requirements may be applicable to this unit.

Application of the Unit

Application of the Unit

This unit applies to work carried out in accordance with taxi industry regulations and relevant legislative requirements, including those relating to equal opportunity/anti-discrimination.

Work is performed under general supervision. It involves the application of routine procedures for providing customer service to passengers in taxicabs

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Not Applicable

Employability Skills Information

Employability Skills

This unit contains employability skills.

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. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Establish contact with customers	1.1 A welcoming customer environment is created and maintained 1.2 Customers are acknowledged and greeted courteously and politely according to workplace policies and procedures 1.3 Communication with customers is clear, concise and courteous 1.4 Appropriate communication channels are used 1.5 An effective service environment is created through verbal and non-verbal presentation according to workplace policies and procedures 1.6 Cultural diversity and discrimination issues are recognised and applied 1.7 Acceptable and respectful behaviour towards customers is applied
2 Present a positive organisational/ professional image	2.1 Dress code and personal grooming are maintained to a professional standard in accordance with regulator and workplace requirements 2.2 Vehicle cleanliness and tidiness is monitored and maintained 2.3 All actions taken are in keeping with established requirements and workplace procedures and legislation
3 Identify the needs and expectations of different customers	3.1 Individual customer preferences, needs and expectations are clarified 3.2 Customers with limited mobility are identified, and appropriate attention is given to ensure that their requirements are satisfied 3.3 Communication suited to the situation is used 3.4 Limitations to service provision are identified, communicated to customers, and checked for understanding
4 Meet the identified customer needs and expectations	4.1 Reasonable requests of customers are met in a courteous and timely manner 4.2 Customer dissatisfaction is promptly recognised and appropriate steps are taken to restore satisfaction 4.3 Anticipated problems are correctly identified and monitored and action is taken to minimise their effects on customer satisfaction 4.4 Opportunities to enhance the quality of service are taken whenever possible 4.5 Information regarding both anticipated and unanticipated problems and delays is promptly communicated to customers
5 Deal with difficult customer situations	5.1 Potentially difficult customer situations are identified 5.2 Conflict situations are dealt with using effective communication skills according to industry and regulatory policies and procedures and customer service protocols 5.3 Incidents are reported to the appropriate personnel according to

ELEMENT**PERFORMANCE CRITERIA**

workplace policies and procedures

- 6 Apply ethical behaviour** 6.1 Ethical behaviour that avoids any form of sexual harassment, or physical or mental abuse, or intimidation towards passengers and other road users is applied

Required Skills and Knowledge

REQUIRED KNOWLEDGE AND SKILLS

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

Required knowledge:

- Relevant Australian and state/territory transport and taxi regulations, standards and codes of practice
- Relevant OH&S, equal opportunity and anti-discrimination procedures and guidelines
- Procedures and protocols for the provision of taxicab services to customers
- Requirements of workplace systems and operations and relevant equipment
- Risks involved in workplace operations and related precautions to control the risk
- Industry and workplace policies and procedures for the coordination of quality customer service in the taxi industry
- Sources of information and documentation needed when providing taxicab services to customers
- Effective customer service techniques that may include:
 - giving customers full attention
 - active listening
 - maintaining eye contact (for face-to-face interactions)
 - open and/or closed questions
 - speaking clearly and concisely
 - appropriate language style and tone of voice
 - culturally appropriate communication
 - conversing with people with disabilities
 - writing legibly
- Personal presentation requirements
- The taxi driver's role in presenting a positive image to the public and delivering customer service
- The role of customer service in company profitability

REQUIRED KNOWLEDGE AND SKILLS

- Typical problems that can occur when providing taxicab services to customers and related appropriate action that can be taken to prevent or solve them
- Relevant taxi transport subsidy scheme for the state or territory
- Services for customers with disabilities
- Security and emergency procedures
- Fare structures

Required skills:

- Communicate effectively with others when providing taxicab customer service to customers
- Read and interpret instructions, procedures, information and signs relevant to providing taxicab customer service to customers
- Read and interpret instructions, procedures, information and signs relevant to the provision of taxicab services to customers
- Interpret and follow operational instructions and prioritise work
- Complete documentation related to customer service in the taxi industry
- Work collaboratively with others when applying customer service
- Adapt appropriately to cultural differences in the workplace, including modes of behaviour and interactions with others
- Promptly report and/or rectify any identified problems that may arise when providing taxicab service to customers, in accordance with regulatory requirements and workplace procedures
- Implement contingency plans for unanticipated situations that may occur when providing taxicab service to customers
- Identify and correctly use equipment, processes and procedures
- Work systematically with required attention to detail without injury to self or others, or damage to goods or equipment
- Apply relevant codes of practice and legislative requirements
- Modify activities depending on differing operational contingencies, risk situations and environments
- Work systematically with required attention to detail without injury to self or others, or damage to goods or equipment
- Select and appropriately apply technology, information systems and procedures to complete workplace tasks
- Operate and adapt to differences in equipment in accordance with standard operating procedures
- Select and use required personal protective equipment conforming to industry and OH&S standards

Evidence Guide

EVIDENCE GUIDE

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

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

- The evidence required to demonstrate competency in this unit must be relevant to and satisfy all of the requirements of the elements and performance criteria of this unit and include demonstration of:
 - applying the underpinning knowledge and skills
 - applying relevant legislation and workplace procedures
 - communicating effectively with a range of customers
 - identifying the needs of customers
 - selecting and using appropriate workplace colloquial and technical language and communication technologies
 - adopting ethical behaviour that avoids any form of sexual harassment, or physical or mental abuse, or intimidation towards passengers and other road users
 - recognising and adapting appropriately to cultural differences in customers
 - meeting customer needs
 - dealing with common customer complaints and taking steps to avoid them
 - identifying difficult customer situations and applying problem solving techniques and conflict resolution skills where necessary
 - working effectively with others
 - maintaining workplace records
 - maintaining personal appearance
 - following taxi housekeeping procedures

Context of and specific resources for assessment

- Performance is demonstrated consistently over a period of time and in a suitable range of contexts
- Resources for assessment include:
 - a range of relevant exercises, case studies and other simulated practical and knowledge assessment, and/or
 - access to an appropriate range of relevant operational situations in the workplace
- In both real and simulated environments, access is

EVIDENCE GUIDE

required to:

- relevant and appropriate materials and/or equipment, and/or
- applicable documentation including workplace procedures, regulations, codes of practice and operation manuals

Method of assessment

- Assessment of this unit must be undertaken by a registered training organisation
- As a minimum, assessment of knowledge must be conducted through appropriate written/oral tests
- Practical assessment must occur:
 - through activities in an appropriately simulated environment at the registered training organisation, and/or
 - in an appropriate range of situations in the workplace

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.

Customer contact:

- is typically a single encounter on a one-to-one basis
- includes all points of customer contact before, during and after the journey

Customers may include:

- regular and new customers
- customers with routine and special requests
- people from a range of social, cultural or ethnic backgrounds
- people with varying physical and intellectual abilities, including those with sight and hearing impairments
- people who may be unwell, drug affected and emotionally distressed

Customers with special needs may include:

- international visitors
- pregnant women/nursing mothers
- the elderly
- people with physical and/or intellectual disabilities
- children travelling alone or under supervision
- people with specific cultural or language needs

RANGE STATEMENT

Customers with special needs may require transport within the taxicab of:	• parents with young children • guide dog • walking frame • walking stick • foldaway wheel chair • pram/pusher • crutches
Difficult customer situations may include:	• abusive, racist or sexual encounters • lack of ability to speak English by passengers • aggressive customers • fare evaders • drug affected/intoxicated customers • lack of compliance with no smoking signs • graffiti in taxi cab by customer
Requirements for dress code and personal grooming may include:	• conforming to company and regulatory requirements for driver appearance and presentation • wearing a uniform or a standard of dress approved by the company • maintaining personal grooming and hygiene at a standard that is acceptable to customers within the context of work
Workplace policies and procedures may include:	• customer service standards and procedures, including dealing with customer requests • quality assurance procedures • security and emergency procedures • industry, regulatory and company procedures for dealing with difficult customer situations • security and emergency procedures codes • lost property procedures
Regulatory policies and procedures may include:	• relevant national/state/territory transport and taxi regulations • relevant national/state/territory OH&S regulations and legislation • relevant national/state/territory equal opportunity and anti-discrimination legislation

Unit Sector(s)

Not Applicable

Competency Field

Competency Field

I - Customer Service