



CATAPULT

SIRXCEG004

Create a customer-centric culture

Table of Contents (Extract)

NOTE: This is a sample only. This cover page is not included in Catapult Smallprint's printed books.

This Table of Contents extract is taken from Catapult Smallprint's full hardcopy Trainer/Assessor Guide for the unit SIRXCEG004.

For more information, including using our enhanced online version of this unit in Catapult LMS, or to purchase the Learner or Trainer printed books, please see this unit on our website by clicking this link:

<https://catapultlearning.com.au/product/SIRXCEG004/>

Trainer/assessor guide

SIRXCEG004

Create a customer-centric culture

Welcome to this unit of study

This unit describes the performance outcomes, skills and knowledge required to manage and ensure the delivery of customer service standards and work with team members to improve customer experiences.

It applies to individuals working in customer service management roles in a diverse range of industry sectors and business contexts. They operate independently with some responsibility for others and decision making, and within established organisational policies and procedures.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

Contents

About this trainer/assessor guide	4
Learning resource.....	5
Topic 1: Promote a customer focused culture	5
Providing quality customer service	5
Promote customer service standards and delivery.....	11
Act as a positive role model	13
Check your understanding	15
Topic 2: Foster the customer culture	17
Ensure adequate team resourcing	17
Monitor customer service standards	20
Provide feedback to team members.....	27
Provide coaching to team members	29
Check your understanding	31
Topic 3: Monitor and adjust customer service	33
Seek feedback from team and customers	33
Review customer trends and demands	43
Check your understanding	47
References.....	49
Assessment workbook.....	51
Unit information	53
What is competency-based assessment?.....	54
How will my competency be assessed?.....	55
Assessment agreement.....	56
Foundation skills checklist.....	57
Skills recognition.....	58
Topic 1: Promote a customer focused culture	59
Topic 2: Foster the customer culture	60
Topic 3: Monitor and adjust customer service	61
Knowledge questions	62
Topic 1: Promote a customer focused culture	63
Topic 2: Foster the customer culture	67
Topic 3: Monitor and adjust customer service	72
Topic 4: Specific knowledge evidence	75
Performance tasks.....	77
Third party evidence collection agreement	78
Topic 1: Promote a customer focused culture	79
Topic 2: Foster the customer culture	81
Topic 3: Monitor and adjust customer service	84
Completion record.....	85
Unit mapping and assessment checklist	86
Trainer/ assessor user instructions.....	88

About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Promote a customer focused culture
- » Foster the customer culture
- » Monitor and adjust customer service

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

Disclaimer

Information contained in this resource is drawn from sources believed to be reliable. The firm, its employees, agents and contractors do not warrant the correctness of the sources used and accept no responsibility to any person for any errors or omissions or for any loss or damage howsoever caused from the use of this resource.
