

Accreditation : This Module is a Nationally Accredited Course
Title : **WRRCS3B – INTERACT WITH CUSTOMERS**
Field Of Study : **CUSTOMER SERVICE**

What is this course all about?

This unit encompasses the skills, knowledge and attitudes required to deliver service to customers. It entails being able to communicate effectively with customers, respond to their complaints, receive and process sales orders and identify customers special requirements.

When you have finished this course you should be able to demonstrate your ability to:

Deliver service to customers – WRRCS3B/01

- ❑ Communication with customers conducted in a professional, courteous manner, according to store policy.
- ❑ Customer needs and reasonable requests met or referred to supervisor according to store policy or legislative requirements.
- ❑ Customer details and information recorded where necessary.
- ❑ Possible problems identified, anticipated and action taken to minimise the effect on customer satisfaction.
- ❑ Opportunities to deliver additional levels of service beyond the customer's immediate request recognised and acted upon.
- ❑ Contact with customer maintained until sale is completed according to store policy.
- ❑ Customer fare welled appropriately and courteously according to store policy.
- ❑ Verbal and non-verbal communication used to develop rapport with customers during service delivery.
- ❑ Repeat customers encouraged by promotion of appropriate services or products according to store policy.
- ❑ Customer returns or refunds processed according to store policy and procedures.

Respond to customer complaints – WRRCS3B/02

- ❑ Positive helpful attitude conveyed to customers when handling complaints.
- ❑ Complaints handled sensitively, courteously and with discretion.
- ❑ Nature of complaint established by active listening and questioning and confirmed with the customer.
- ❑ Action taken to resolve complaint to customers' satisfaction wherever possible.
- ❑ Unresolved customer dissatisfaction or complaints promptly referred to supervisor.
- ❑ Opportunities taken to turn incidents of customer dissatisfaction into a demonstration of high quality service to customers in line with store policy.
- ❑ Documentation regarding customer dissatisfaction or complaints completed accurately and legibly.
- ❑ Follow up action taken as necessary to ensure customer satisfaction

Receive and process sales orders – WRRCS3B/03

- ❑ Customers' details and information recorded accurately.
- ❑ Customers promptly referred to appropriate area as required.
- ❑ Customers provided with information in clear, concise manner.
- ❑ Sales orders processed, recorded and acted upon according to store policy.

Identify customers special requirements – WRRCS3B/04

- ❑ Customers with special needs or requirements identified promptly by observation and questioning.
- ❑ A willingness to assist conveyed verbally and non-verbally.
- ❑ Customers' needs promptly serviced, referred or redirected as required.

Some examples of individuals that will benefit from these courses are: -

- ❑ Managers /Supervisors / Team leaders
- ❑ Sales / Customer Services / Operations Staff

You will have better skills & knowledge and familiarise yourself more in the following areas –

Competency in this unit requires evidence that, you the candidate: -

- ❑ Consistently applies store policies and procedures and industry codes of practice in regard to customer service.
- ❑ Provides a quality service environment by treating customers and team members in a courteous and professional manner through all stages of the service/sales procedure.
- ❑ Accurately identifies the nature of customer complaints, resolves complaints and provides service to customers according to store policies.
- ❑ Uses effective questioning/active listening and observation skills to identify customers' special requirements.
- ❑ Accesses, records and processes sales orders accurately and responsibly according to store policies and procedures.
- ❑ Collaboratively works within a team to meet customers' needs.

Store policies and procedures, in regard to:

- ❑ customer service;
- ❑ dealing with difficult customers;
- ❑ handling and recording complaints;
- ❑ allocated duties and responsibilities;
- ❑ customer returns and refunds;
- ❑ lay by/gift voucher/rain check procedures;
- ❑ Merchandise and service range of store departments;
- ❑ Location of store departments;
- ❑ Functions and procedures for operating the store telephone system and other communication equipment and the relevant numbers;
- ❑ Questioning/active listening;
- ❑ Conflict resolution;
- ❑ Following set routines and procedures;
- ❑ Handling difficult or abusive customers;

Skills in:-

- ❑ Greeting/fare welling techniques:
- ❑ Add on selling concepts;
- ❑ written procedures for orders, in person, by telephone or electric format;
- ❑ message taking in person or by telephone;
- ❑ written record of complaints.
- ❑ sales, stock and delivery documentation.
- ❑ handling of tender.
- ❑ weighing and measuring goods.

You will have better knowledge and familiarise yourself more in relevant legislation, codes, regulations and standards which include:-

- ❑ Trade Practices Act;
- ❑ tobacco laws;
- ❑ lottery acts;
- ❑ liquor licensing regulations s;
- ❑ sale of X and R rated products;
- ❑ sale of second hand goods.
- ❑ trading hours.
- ❑ transport, storage and handling of goods.

What Recognition will you achieve?

Where demonstrated competencies have been achieved in accordance with the endorsed Australian Quality Training Framework (AQTF) standards, a Statement of Results can be issued for those competencies successfully completed in this course. These can be combined with additional competencies achieved later, and together may build towards the issuing of qualification, at Certificate II plus. A certificate will be issued upon successful completion of this module.

How will you be assessed?

Demonstration of competencies for this qualification is achieved via formal assessment. Participants complete a work related project/activities, which incorporates the range of competencies covered for each unit.

Will you be eligible for subject exceptions?

The units can be completed through attendance at MTG training courses. You may have already attained some competencies covered in the units through previous training, work, or life experience. If you feel you can already demonstrate a competency, then you should apply for **Recognition of Current Competencies (RCC)**. An RCC application form can be found in the MTG trainee welcome kit where you can fill out and fax back to us on (03) 9854-6124 or simply visit our website on www.matrixtraininggroup.com/downloads.php In order to download this application.

What training materials and training aids will you have?

1. **Learner Guides:** - Matrix Training Group will supply each trainee with a module for each unit which contains must know information, learning activities and projects, which will keep you enthusiastically involved in the course. Upon completion of each module these activities will be handed in to the trainer, assessed then returned to trainees with relevant comments to keep you informed with your progress.
2. **Online Support:** - Your Trainer is always available through E-mail & Website support. Our website address is www.matrixtraininggroup.com
3. **Telephone Support:** - You may call your trainer during business hours for over the telephone support.