



Australian Government

Department of Education, Employment and Workplace Relations

AUMGCA2001 Provide customer service

Release: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the application of the required skills and knowledge to meet the needs and expectations of different types of customers when delivering quality service. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.
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Application of the Unit

Application of the unit	The unit applies to the automotive and related component manufacturing environment and involves application of skills and knowledge at a production worker level. These skills and knowledge are to be used within the scope of the person's job and authority.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Not applicable.

Employability Skills Information

Employability skills	This unit contains Employability Skills.
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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. Where bold italicised text is used, further information is detailed in the required skills and knowledge and/or the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Identify and assess the needs and expectations of different types of customers	1.1. Different <i>types of customers</i> are accurately identified 1.2. Individual customer needs and expectations are correctly identified and products and services appropriate to those needs and expectations are provided 1.3. All activities are carried out in accordance with <i>organisation requirements and procedures</i>
2. Provide high quality service to customer	2.1. Customer requests are responded to promptly and efficiently 2.2. Customers are treated in a manner which assists the development of a positive and professional relationship 2.3. Organisation services and products are appropriately promoted to encourage repeat business 2.4. Customer dissatisfaction is promptly recognised and attended to
3. Deal with difficult customers	3.1. The nature and details of the complaint are established and agreed upon with the customer 3.2. <i>Appropriate action</i> is taken to resolve the complaint to the customer's satisfaction wherever possible within the level of responsibility determined 3.3. The complaint is referred to <i>appropriate personnel</i> if the staff member cannot resolve the situation to the customer's satisfaction 3.4. Organisation documentation is completed in accordance with organisation requirements
4. Seek and action customer feedback	4.1. Feedback is sought from customers on the product provided 4.2. Alternative advice/actions are discussed with the customer 4.3. Appropriate action is taken in response to feedback 4.4. Customer feedback is documented in accordance with customer requirements

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills

- speak clearly and directly in order to promote organisation services and products
- apply teamwork to a range of situations, including meeting of the needs of difficult customers
- solve problems particularly in teams in order to meet performance indicators
- show initiative in adapting to changing work conditions or contexts particularly when working across a variety of work areas
- access, interpret and apply information on relevant organisation policies, procedures and instructions, particularly to ensure appropriate action is taken in response to feedback
- manage time when planning, preparing and organising work priorities
- take responsibility for organising own work priorities.

Required knowledge

- relevant Occupational Health and Safety and Environmental regulations and organisation policies and procedures needed to carry out work in a manner which ensures the safety of people, equipment and the environment.
- work documentation covering procedures, specifications, schedules and work plans or equivalent
- cost minimisation/waste avoidance policies, procedures and practices
- environmental protection requirements relating to the disposal of waste material
- established communication channels and protocols
- problem identification and resolution techniques
- industry records and how to maintain them
- personal and equipment safety requirements
- conflict resolution techniques
- use of relevant communication mediums
- communication process, including verbal, written and electronic
- organisation policies.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the Performance Criteria, Required Skills and Knowledge, the Range Statement and the Assessment Guidelines for this Training Package.

Overview of assessment

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

Evidence of the following is essential:

- compliance with relevant legislative, regulations, standards, codes of practice and establish safe practices and organisation policies and procedures for managing personal work priorities
- maintaining a working knowledge of current work systems and practices
- working and communicating effectively and positively with others involved in the work
- applying, within authority, the requirements of the job or work role in relation to:
 - achieving production goals
 - achieving work quality goals
 - responding positively to changing work requirements
 - contributing effectively to cost reduction initiatives
 - effectively applying problem solving techniques
 - modify activities to cater for variations in organisation context and environment
 - customer needs are clarified
 - customer requirements are met
 - organisation documentation requirements are met
 - customer feedback is obtained.

Context of and specific resources for assessment

- assessment of the competency should take place in a safe working environment in a passenger motor vehicle manufacturing plant or simulated environment using tools/equipment/machinery required for the production process without undue disruption to the production process
- assessment is to occur under standard and authorised work practices, safety requirements and environmental constraints.

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:

- assessment methods must confirm consistency and accuracy of performance (over time and in a range of organisation relevant contexts) together with application of underpinning knowledge

EVIDENCE GUIDE

- assessment methods must be by direct observation of tasks and include questioning on underpinning knowledge to ensure its correct interpretation and application
- assessment may be applied under project related conditions (real or simulated) and require evidence of process
- assessment must confirm a reasonable inference that competency is able not only to be satisfied under the particular circumstance, but is able to be transferred to other circumstances.

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. Bold italicised wording in the Performance Criteria is detailed below. Add any 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.

<p><i>Types of customers</i> may include:</p>	<p>Variations in:</p> <ul style="list-style-type: none"> • age • personality • cultural background • potential areas of interest and need.
<p><i>Organisation requirements and procedures</i> may include:</p>	<ul style="list-style-type: none"> • access and equity principles and practices • environmental management (waste disposal, recycling and re-use guidelines) • emergency and evacuation procedures • equipment use procedures • ethical standards • legal obligations • maintenance and storage procedures • OHS requirements • organisational and site guidelines • policies and procedures relating to own role and responsibility • procedural manuals • quality assurance guidelines • quality and continuous improvement processes and standards • recording and reporting guidelines.
<p><i>Appropriate action</i> may include:</p>	<p>Handling complaints:</p> <ul style="list-style-type: none"> • sensitively • courteously • discreetly.
<p><i>Appropriate personnel</i> may include:</p>	<ul style="list-style-type: none"> • clients and managers • supervisors • suppliers • team leaders • team members.

Unit Sector(s)

Unit sector	Sales
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Competency field

Competency field	Manufacturing - Bus, Truck and Trailer
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Co-requisite units

Not applicable.