



Australian Government

Department of Education, Employment and Workplace Relations

CPPDSM3010B Meet customer needs and expectations in the property industry

Release: 1

CPPDSM3010B Meet customer needs and expectations in the property industry

Modification History

Not Applicable

Unit Descriptor

Unit descriptor

This unit of competency specifies the outcomes required to clarify and meet customer needs and expectations in the property industry in a single encounter or multiple encounters, on a one-to-one basis with a customer.

The unit has been contextualised and is based on unit GCSO04A Meet customer needs and expectations, from the Customer Service Generic Guideline units of competency.

This unit may form part of the licensing requirements for persons working in the property industry, including in the real estate, business broking, stock and station agency and property operations and development sectors, in those States and Territories where these are regulated activities.

Application of the Unit

Application of the unit

This unit of competency supports the work of those in the property industry involved in clarifying and meeting customer needs and expectations

The unit may be expected to apply to situations involving direct relationship with internal or external customers. It applies to the need to clarify customers' needs and expectations, explore alternative ways of satisfying those needs and expectations, and select appropriate products or services that meet them.

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit of competency is packaged, will assist in identifying employability skills requirements.

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.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Identify customer needs and expectations.	<p>1.1 <i>Customer preferences, needs and expectations</i> are identified and clarified according to <i>organisational and legislative requirements</i>.</p> <p>1.2 Special requirements of customers are identified and appropriate advice is provided on relevant products and services.</p> <p>1.3 <i>Communication techniques</i> appropriate to relationship and purpose of interaction are used.</p> <p>1.4 <i>Limitations</i> in responding to customer needs are identified and advice is sought from <i>relevant people</i>.</p>
2 Respond to identified customer needs and expectations.	<p>2.1 <i>Knowledge</i> of specified products and services is applied to provide assistance to customers.</p> <p>2.2 Client is provided with options and alternatives where appropriate.</p> <p>2.3 Features and benefits of relevant products and services are explained to customers.</p> <p>2.4 Special promotions for products and services are suggested to customer according to <i>organisational policies and procedures</i>.</p> <p>2.5 <i>Feedback</i> is sought from customer whether needs and, where practical, expectations have been satisfied.</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

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

Required skills:

- application skills to apply relevant agreements, codes of practice or other legislative requirements to work processes
- computing skills to access the internet and web pages, prepare and complete online forms, lodge electronic documents and search online databases
- interpersonal skills to relate to people from a range of social, cultural and ethnic backgrounds and varying physical and mental abilities
- language skills to communicate adequately with the customer
- literacy skills to process complaints
- numeracy skills to interpret customer requirements and meet their needs
- problem solving skills to identify and solve problems when establishing and maintaining customer relationships

REQUIRED SKILLS AND KNOWLEDGE

- skills to identify and correctly use processes and procedures relevant to customer relationships.

REQUIRED SKILLS AND KNOWLEDGE

Required knowledge and understanding:

- detailed product knowledge and sufficient authority to make choices between the different products and services based on identified customer needs and expectations
- importance of good communication when establishing and maintaining customer relationships
- OHS procedures and guidelines relevant to workplace operations
- relevant federal and state or territory legislation and local government regulations related to:
 - anti-discrimination
 - consumer protection
 - environmental issues
 - equal employment opportunity (EEO)
 - financial probity
 - franchise and business structures
 - industrial relations
 - OHS
 - property sales, leasing and management
- requirements of customer service systems, operations and relevant equipment.

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

This unit of competency could be assessed through practical demonstration of the candidate receiving and responding to a customer inquiry. Targeted written (including alternative formats where necessary) or verbal questioning to assess the candidate's underpinning knowledge would provide additional supporting evidence of competence. The demonstration and questioning would include collecting evidence of the candidate's knowledge and application of ethical standards and relevant federal, and state or territory legislation and regulations. This assessment may be carried out in a simulated or workplace environment.

Critical aspects for

A person who demonstrates competency in this unit must

**assessment and evidence
required to demonstrate
competency in this unit**

be able to provide evidence of:

- accurately identifying the needs of customers
- delivering a service to customers in appropriate timeframes
- knowledge of agency practices, ethical standards and legislative requirements associated with meeting customer needs and expectations
- locating, interpreting and applying relevant information
- recommending acceptable alternatives to customers, or explaining to customers why their needs cannot be met
- using appropriate communication strategies.

Context of and specific resources for assessment

Resource implications for assessment include:

- access to suitable simulated or real opportunities and resources to demonstrate competence
- assessment instruments that may include personal planner and assessment record book
- access to a registered provider of assessment services.

Where applicable, physical resources should include equipment modified for people with disabilities.

Access must be provided to appropriate learning and/or assessment support when required.

Assessment processes and techniques must be culturally appropriate, and appropriate to the language and literacy capacity of the candidate and the work being performed.

Validity and sufficiency of evidence require that:

- competency will need to be demonstrated over a period of time reflecting the scope of the role and the practical requirements of the workplace
- where the assessment is part of a structured learning experience the evidence collected must relate to a number of performances assessed at different points in time and separated by further learning and practice with a decision of competence only taken at the point when the assessor has complete confidence in the person's competence
- all assessment that is part of a structured learning experience must include a combination of direct, indirect and supplementary evidence
- where assessment is for the purpose of recognition (RCC/RPL), the evidence provided will need to be current and show that it represents competency demonstrated over a period of time
- assessment can be through simulated project-based activity and must include evidence relating to each of the elements in this unit.

In all cases where practical assessment is used it will be combined with targeted questioning to assess the underpinning knowledge. Questioning will be undertaken in such a manner as is appropriate to the language and literacy levels of the candidate and any cultural issues that may affect responses to the questions, and will reflect the requirements of the competency and the work being performed.

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.

Customers may include:

- those with routine or special requests
- internal or external customers
- people from a range of social, cultural or ethnic backgrounds
- people with varying physical and mental abilities
- regular and new customers.

Customer preferences, needs and expectations may relate to:

- company information on services
- contract administration
- current and planned property developments
- information about leases and leasing
- property characteristics, including:
 - availability of alternative energy sources
 - accessibility for people with disabilities
 - energy efficiency
 - energy ratings
 - water saving devices
- property operations and policy or management procedures
- sales and marketing services.

Organisational requirements may be outlined and reflected in:

- access and equity principles and practice guidelines
- business and performance plans
- complaint and dispute resolution procedures
- emergency and evacuation procedures
- employer and employee rights and responsibilities
- goals, objectives, plans, systems and processes
- legal and ethical requirements and codes of practice
- mission statements and strategic plans
- OHS policies, procedures and programs
- policies and procedures in relation to client service
- policies and procedures relating to own role and responsibility
- quality and continuous improvement processes and

standards

- quality assurance and procedure manuals
- records and information systems and processes.

Legislative requirements

may be outlined and reflected in:

- Australian standards
- codes of practice, which may cover areas including market sector, industry, financial transactions, taxation, environment, construction, land use, native title, zoning, utilities use (water, gas and electricity), and contract or common law
- consumer protection
- environmental and zoning laws affecting:
 - access security
 - access and property use
 - energy efficiency
- freedom of information
- home building requirements
- local regulations and by-laws
- privacy laws applying to owners, contractors and tenants
- public health
- quality assurance and certification requirements
- relevant federal, and state or territory legislation that affects organisational operation, including:
 - anti-discrimination and diversity
 - environmental issues
 - EEO
 - industrial relations
 - OHS
- strata, community and company titles
- tenancy agreements
- trade practices laws and guidelines.

Communication techniques

may include:

- active listening
- clear, legible writing
- giving customers full attention
- maintaining eye contact
- non-verbal communication, such as body language and personal presentation
- speaking clearly and concisely
- using appropriate language and tone of voice
- using open and closed questions.

Limitations may relate to:

- job role and responsibilities
- knowledge of services
- legal responsibilities
- organisational, industry and national training requirements

- Relevant people*** may include:
- own competency level.
 - customers
 - colleagues
 - legal representatives
 - members of industry associations
 - supervisors.
- Knowledge*** may include:
- features and benefits of products and services
 - promotional pamphlets
 - range of products and services
 - supplier information
 - written communications on products and services.
- Organisational policies and procedures*** may be outlined and reflected in:
- business and performance plans
 - complaint and dispute resolution procedures
 - legal and ethical requirements and codes of practice
 - marketing guidelines
 - OHS policies, procedures and programs
 - policies and procedures in relation to client service
 - quality and continuous improvement processes and standards.
- Feedback*** may be sought from:
- customers and legal representatives
 - supervisors and colleagues
 - formal and informal performance appraisals
 - workplace assessment.

Unit Sector(s)

Unit sector Property development, sales and management

Competency field

Competency field Property operations and development