



**Australian Government**

# **AUMGCA001 Provide customer service**

**Release: 2**

## AUMGCA001 Provide customer service

### Modification History

Release	Comment
Release 1	Unit updated to reflect the new standards for Training Packages Replaces AUMGCA2001 Provide customer service
Release 2	Updated for clarity and policy adherence

### Application

This unit describes the performance outcomes required to meet the needs and expectations of customers when delivering a service.

It applies to those working in a range of contexts.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Unit Sector

Sales and Marketing

### Elements and Performance Criteria

Elements	Performance Criteria
Elements describe the essential outcomes	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Identify customer needs	1.1 Identify types of customers and their expectations and needs through consultation and negotiation 1.2 Regularly identify and monitor customer needs through formal and informal communication channels to identify required services 1.3 Assess current products and services against customer needs to determine the ability of the enterprise to meet them
2. Respond to customer needs	2.1 Respond to customer requests in a timely and efficient manner 2.2 Promote workplace services and products to the customer in a manner that assists the development of a positive and professional relationship

Elements	Performance Criteria
	2.3 Address customer dissatisfaction promptly according to workplace procedures
3. Evaluate service provided	3.1 Evaluate service provided to the customer and take appropriate action to resolve any issues or complaints 3.2 Seek feedback from customers on the product or service provided 3.3 Document customer feedback according to workplace procedures

## Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance.

Skills	Description
Learning skills to:	<ul style="list-style-type: none"> <li>draw on prior knowledge to identify customer needs.</li> </ul>
Reading skills to:	<ul style="list-style-type: none"> <li>identify workplace procedures relating to required customer service</li> <li>identify customer requests and instructions.</li> </ul>
Writing skills to:	<ul style="list-style-type: none"> <li>legibly complete workplace customer feedback and survey sheets.</li> </ul>
Oral communication skills to:	<ul style="list-style-type: none"> <li>speak clearly and directly when presenting customer service problems or issues to appropriate personnel.</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
AUMGCA001 Provide customer service (Release 2)	AUMGCA001 Provide customer service (Release 1)	Minor updates to Assessment Requirements. Performance Criteria changed from passive to active voice. Rationalisation of	Equivalent

Code and title current version	Code and title previous version	Comments	Equivalence status
		Range of Conditions.	

## Links

Companion Volume Implementation Guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=bd587669-08b3-4cd5-85f0-f9fa0c6304c1>